SEPTEMBER 5, 1949 PRICE 25 CENTS

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

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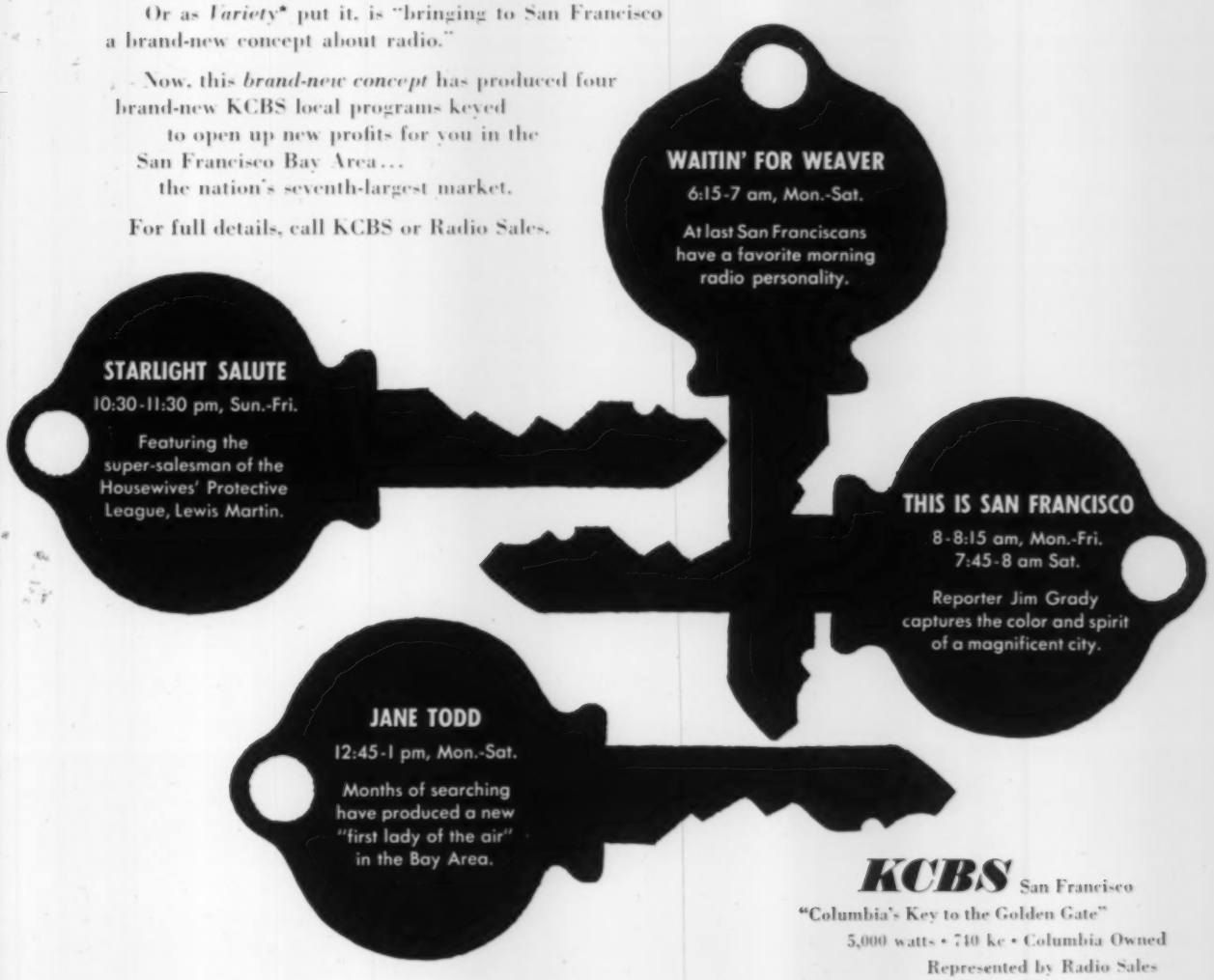
SEP 6 - 1949
DETROIT

Four bright new keys to the Golden Gate!

The new KCBS is setting the pace in San Francisco.
Or as *Variety** put it, is "bringing to San Francisco a brand-new concept about radio."

Now, this *brand-new concept* has produced four brand-new KCBS local programs keyed to open up new profits for you in the San Francisco Bay Area... the nation's seventh-largest market.

For full details, call KCBS or Radio Sales.


WAITIN' FOR WEAVER
6:15-7 am, Mon.-Sat.
At last San Franciscans have a favorite morning radio personality.
STARLIGHT SALUTE
10:30-11:30 pm, Sun.-Fri.
Featuring the super-salesman of the Housewives' Protective League, Lewis Martin.
THIS IS SAN FRANCISCO
8-8:15 am, Mon.-Fri.
7:45-8 am Sat.
Reporter Jim Grady captures the color and spirit of a magnificent city.
JANE TODD
12:45-1 pm, Mon.-Sat.
Months of searching have produced a new "first lady of the air" in the Bay Area.

KCBS San Francisco
"Columbia's Key to the Golden Gate"
5,000 watts • 740 kc • Columbia Owned
Represented by Radio Sales

*July 27, 1949

IN THIS ISSUE: FALL BUSINESS ROUNDUP

Even now before "H. H." we're packing 'em in!

YES, even before Horace Heidt gives the downbeat on his first CBShow this autumn, WHAS has been delivering an ever increasing audience for its advertisers.

With a fabulous 17.1% increase in Kentuckiana Radio Homes and rising Hooperatings over the past two years, the WHAS audience has increased . . . morning 56% (amazing) *. . . afternoon 60%* (oh, come, come, fellows) *. . . and evening 26%* (without Horace? Yes, without Horace).

In the past year WHAS was the only Kentuckiana station to increase its roster of top Hooperated programs morning, afernoon and evening.

Credit this rapid rise in advertising value to the winning combination of the CBS schedule and such local programming as the morning and noontime WHAS Farm shows (example: Frank Cooley's "Farm News").

For Fall booking jot down the WHAS audience prior to Heidt . . . add Horace . . . then figure in the rest of the great CBS Fall Lineup. It definitely makes WHAS the gilt-edged, rock-solid buy of the '49 Kentuckiana Fall Season.

Source: 47-48 and 48-49 Winter-Spring Reports.

FRANK COOLEY has a farm audience that has grown like a Luther Burbank tomato. Last year Frank ticked off 15,000 miles to appear before a million and three quarter listeners. He's a household word in this 600 million dollar farm market. Sponsors: B. F. Avery & Sons Co. and Aubrey Feeds.

Come This Fall, choice seats ("availabilities" to you) for the Great WHAS-CBS Show will be hard to find. Reserve yours now! Call your PETRY man!

WHAS *Louisville, Kentucky*

now a larger audience at a lower cost!

50,000 WATTS • 1A CLEAR CHANNEL • 840 KILOCYCLES

VICTOR A. SHOLIS, *Director* • J. MAC WYNN, *Sales Director*

THE ONLY RADIO STATION *SERVING* AND *SELLING* ALL THE RICH KENTUCKIANA MARKET

PULL OUT *All* THE STOPS

FOR *All* NEW ENGLAND

28 MARKETS IN 6 STATES

For all-inclusive coverage of New England, there is nothing to match Yankee's 28 home-town stations.

When we say coverage, we mean the penetration of every nook and corner of every retail trading area where you can reach the population and buying power to create or enlarge a volume market.

Every Yankee home-town station covers an important market—gives you the local impact in that market to influence dealer and consumer buying.

There are 28 of these Yankee home-town stations whose local acceptance provides a ready vehicle for your own acceptance in 28 top markets in six states.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

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BROADCASTING at deadline

Closed Circuit

MONTGOMERY-WARD, which left radio with flourish some months ago, believed warming up to medium once more. Analysis of big mail-order house's defection is one of Broadcast Advertising Bureau's new projects.

ALTHOUGH it hasn't been reported, FCC Chairman Coy's mission to Europe was 100% successful in breaking British grip on world communications. Loose ends of so-called Bermuda telecommunications conference of four years ago were tied up with maximum benefits, it's reported. He told President Truman story last Wednesday.

WHILE RCA continues strict silence on circuit that makes possible its "compatible" color TV system, observers believe it centers upon new method of multiplexing TV signals and compressing them within 6-mc channel. System will be demonstrated during second week of FCC TV hearings getting under way Sept. 26 and arrangements being completed for demonstration at Hotel Washington, within few blocks of FCC headquarters.

TORRENTS of invective from set manufacturers and dealers—expected in wake of RCA's all-electronic color TV development — didn't materialize. Reason: RCA had notified all set manufacturing licensees using its patents of development in advance of public announcement.

MARLIN FIREARMS (blades), New Haven, through Duane Jones & Co., New York, lining up spot announcement series.

WCFL, 50 kw Chicago Federation of Labor station, has set Sept. 26 for kickoff on 24-hour-a-day operation. WIND Chicago, managed by Ralph Atlass, now only Chicago station broadcasting around clock.

BBDO NEW YORK preparing special one-minute spot for all NBC stations, promoting CARE soap campaign. Format includes child speaking in one of five languages, Norwegian, Italian, Greek, French and German, thanking Bob Hope for soap. Plan to place individual spots (Norwegian e. t. in Minneapolis) in proper territory.

REPRESENTATIVES of four stations on outer rim of Chicago had closed session in Joliet, Ill., Wednesday to draft plans for new Chicago Perimeter Broadcasting Assn. Charter stations, each of whom has power to blackball applicants for membership if competitors, are WJOB Hammond, Ind., and WJOL Joliet, WRMN Elgin and WKRS Waukegan. Elgin station scheduled to take air this week.

FRANK E. MULLEN, whose appointment as consultant for WPIX (TV) New York was announced last week, shortly may acquire substantial interest in one of the larger TV mo-

(Continued on page 90)

Upcoming

Sept. 7-11: NBC Affiliates Convention, Greenbrier Hotel, White Sulphur Springs, W. Va.
Sept. 8-9: First of series of NAB district meetings (district 7), Terrace Plaza Hotel, Cincinnati.
Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs, Alta.
Sept. 13: Third NARBA conference convenes, Windsor Hotel, Montreal.
Sept. 15-16: Joint board meeting of U. S. Radio Mfrs. Assn. and Canadian Radio Mfrs. Assn., Hotel Greenbrier, White Sulphur Springs, W. Va.
(Other Upcomings on page 34)

Bulletins

ERNEST B. GORIN, budget director of RCA since April, elected treasurer of corporation at Friday's board meeting. He succeeds Arthur B. Tuttle, appointed director of Foreing Investments, associated with RCA International Division, which handles sales of RCA products throughout world. Mr. Tuttle joined RCA in 1921, became treasurer in 1946. Mr. Gorin joined RCA in 1944. Board declared third-quarter dividened of 87½ cents a share on $3.50 cumulative first preferred stock.

MARK MARTIN, vice president of Gardner Advertising Co., named special assistant to Gordon Gray, Secretary of the Army, to study advertising needs of the Army and Air Force. Mr. Martin said Gardner agency would not compete for armed services advertising accounts. Agency winds up its current Army advertising program Oct. 31.

COLLEGE INN Food Products Co., Chicago, names Weiss & Geller, same city, as agency, effective Oct. 1. Extensive radio and TV spots will be used for soup, juices, chicken a la king, canned chicken and specialty items.

THIS IS LAST EXTENSION, ASCAP TELLS TV STATIONS

ASCAP has extended permission for use of its music on television for another month, until Sept. 30, pending final agreement with TV broadcasters as to rates of compensation. Although new agreement will be retroactive to Jan. 1, 1949, ASCAP statement noted that its members "have not received any compensation thus far for the use of their works in television, and that further extension of the license on the present basis should not be expected beyond Sept. 30."

NAB TV Music Committee, headed by Robert P. Myers, NBC assistant general attorney, reportedly in practical agreement with ASCAP committee on license terms, subject to approval of TV broadcasters and ASCAP membership.

NAB Legal Dept. understood to be analyzing proposed terms of license with disclosure of details expected this week from Washington headquarters.

Business Briefly

CARNATION PROJECT ● Carnation Co., Los Angeles, Sept. 24 starts *Carnation Family Party* on full CBS western network, Sat., 12:30-1 p.m. (PST) with plans to go transcontinental at later date. Agency, Erwin, Wasey & Co., Los Angeles.

CARTER RENEWS ● Carter Products Inc., New York, renewing Jimmy Fidler on ABC Sunday, 10-10:15 p.m. in 52-week contract on behalf of Carter's Little Liver Pills and Arrid. Agency, Sullivan, Stauffer, Colwell & Bayles, New York.

FINANCE VIDEO ● Household Finance Corp., Chicago, Oct. 7 starts *People's Platform* on CBS-TV, Fri., 10-10:30 p. m. Agency, LeVally Agency, Chicago.

BIRDS EYE FROSTED FOODS STARTS LARGEST CAMPAIGN

GENERAL FOODS Corp., (Birds Eye-Snider Division) will launch its largest and most extensive advertising campaign this month [BROADCASTING, Aug. 29]. Budget represents increase of 10% over last year.

Television spots will be used on 27 stations in as many cities. Both TV and outdoor advertising are expected to increase substantially consumer identification of Birds Eye Frosted Foods as best in quality and value, Howard F. Lochrie, director of marketing, indicated.

Company's sales story will be fanned out further on local level through Birds Eye's intensive use of spot radio announcements over 99 stations in 51 cities. Young & Rubicam, New York, is agency.

CBS TO SHOW TV COLOR TO FCC IN WASHINGTON

CBS will conduct color television tests in series of broadcasts on WOIC (TV) Washington, beginning about Sept. 26, with results made available to FCC for its color TV hearings starting on that date. Plans for test were revealed in letter sent Friday by Frank Stanton, CBS president, to Paul A. Walker, acting FCC chairman.

Camera equipment and several color receivers built by CBS for Smith, Kline & French Labs will be used in tests, as well as additional receiving equipment now being rushed to completion by Air King Products Co., Astatic Corp., Virtman Electric Co. and Telephone Radio Co. Approximately 30 sets of different types will be used, 25 receiving color signals in color, color signals in black-and-white, and black-and-white signals in black-and-white, other five receiving color only.

NARSR SENDS DIRECTORY

FIRST directory of members and stations they represent has been sent to timebuyers by National Assn. of Radio Station Representatives. T. F. Flanagan, managing director, said directory, which lists 626 AM stations and 63 television stations, is available at offices of national spot representatives.

XUM

WGAL-TV
Channel 4
LANCASTER, PENNA.

IDENTIFICATION

The Conestoga Wagon... perpetual symbol of pioneering and progress

When America was young, the Conestoga Wagon carried progress wherever it went. WGAL-TV is the pioneer television station in Lancaster, Pennsylvania and uses the Conestoga Wagon as a visual pledge of continuing enterprise, progress and service.

WGAL-TV is the only TV station located in the thriving Lancaster region. Its audience is large and growing every day because of local programs and the best of NBC, ABC, CBS, and DuMont network shows. Many advertisers are enjoying profits from this new, effective coverage. Consider the importance of including this rich market in your TV sales-planning.

Conestoga Wagons were first made in and around Lancaster, Pennsylvania. Broad-wheeled and heavy, they were used to carry the household goods of the pioneers.

NBC AFFILIATE

A STEINMAN STATION

Represented by **ROBERT MEEKER ASSOCIATES**

CHICAGO SAN FRANCISCO NEW YORK LOS ANGELES

● WFBM-TV claims only Central Indiana regular viewing coverage, but mail reports give us practically the entire state. And, there's a gold mine in the sky in the heart of Indiana!

Counties within the black lines deliver to television advertisers a potential market of 1,850,000 people; 525,000 families; $1,500,000,000 in retail sales: Food, 370 million; General Merchandise, 230 million; Drugs, 105 million. Buying income totals more than 2½ billion, with farm income more than 300 million.

WFBM-TV claims the "heart of Indiana" as its market; gives the coverage of other parts of the state as bonus. In the "heart" were 7,000 television installations (distributor and dealer estimate) as of August 1.

Now it's "sellavision" on Indiana's first and only television station—with Rate Card No. 1 still available.

First IN INDIANA ANY WAY YOU JUDGE!

WFBM-TV
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint*—WOOD *Grand Rapids*—WEOA *Evansville*

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Audrey Boyd, Kathryn Ann Jones, Pat Kowalczyk, Estelle Markowitz, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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CIRCULATIONS AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*
Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

XUM

KFH IS TOPS

FOR SALE

THE HOTTEST LOCAL SHOW IN WICHITA

CHOW TIME, announcement participating show, now broadcast over KFH for a full hour 11:30 a.m. to 12:30 p.m., Monday thru Friday, has been winning new listeners week after week. Its rating of 11.3 at 12:15 p.m. is only exceeded (in the Wichita daytime segments of the Hooper Winter-Spring Report) by 5 other KFH periods and one 15 minute network segment on another station.

Chow Time is only one example of local production on KFH that is keeping pace with the accelerated tempo of CBS network programming.

KFH carries the TOP CBS shows; listeners tune in to get their favorite network programs and stay for the masterfully produced KFH shows that supplement CBS programming. Such personalities as Jack Benny, Red Skelton, Bing Crosby, Burns & Allen, Bergen & McCarthy, Horace Heidt, Amos & Andy, Groucho Marx and many others are scheduled over KFH for listeners in Kansas and Oklahoma this fall.

5000 Watts - ALL the time

KFH KFH - FM CBS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

WICHITA, KANSAS

"Any advertiser can — and most advertisers should — use **SPOT RADIO**"

MAKING DATES FOR THE "88"!

The Oldsmobile Division of General Motors Corporation uses Spot Radio to tell the world that the Futuramic Fleet is now complete — that it's powered by the revolutionary "Rocket" Engine!

Oldsmobile has been using Spot Radio consistently since 1946.

So many families have heard and accepted the invitation to "make a date with the 88" that Oldsmobile and their dealers are as thrilled with radio's performance in sales as they are with the performance of their cars on the highway.

If you have a product or a service to sell, make a date with these radio stations. They'll take you places — fast!

●

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA • BOSTON

EDWARD PETRY AND CO. INC.

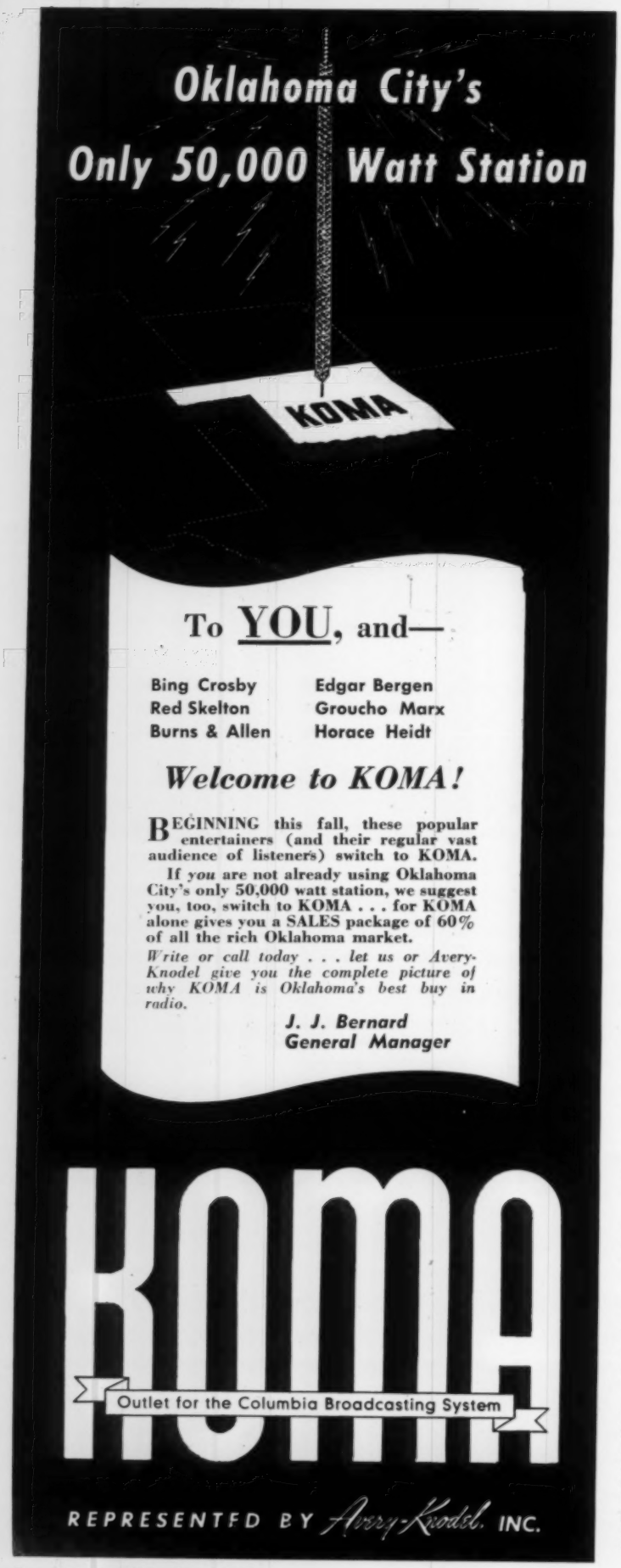
SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas, Ft. Worth	NBC, ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
WONS	Hartford	MBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA	WSB-TV
BALTIMORE	WBAL-TV
BOSTON	WNAC-TV
LOS ANGELES	KFI-TV
M'P'L'S-ST. PAUL	KSTP-TV


Oklahoma City's
Only 50,000 Watt Station
KOMA
To YOU, and—
Bing Crosby
Red Skelton
Burns & Allen
Edgar Bergen
Groucho Marx
Horace Heidt
Welcome to KOMA!
BEGINNING this fall, these popular entertainers (and their regular vast audience of listeners) switch to KOMA.
If you are not already using Oklahoma City's only 50,000 watt station, we suggest you, too, switch to KOMA . . . for KOMA alone gives you a SALES package of 60% of all the rich Oklahoma market.
Write or call today . . . let us or Avery-Knodel give you the complete picture of why KOMA is Oklahoma's best buy in radio.
J. J. Bernard
General Manager
KOMA
Outlet for the Columbia Broadcasting System
REPRESENTED BY Avery-Knodel, INC.

Agencies

JOHN H. KELLY, former copy director and account executive at Roche, Williams and Cleary, Chicago, appointed a vice president of agency.

ROBERT EDWARDS WILSON, formerly copy chief of Professional Div. of Doherty, Clifford & Schenfield, New York, joins copy staff of C. J. LaRoche & Co., same city. Prior to his affiliation with DC&S he was advertising manager of G. D. Searle & Co., Chicago.

LLOYD (Bucky) HARRIS, vice president and international director, Grant Advertising, S.A., headquartering in Mexico City, shortly will leave for trip to South Africa in interests of agency. In past several months he has been to Manila, Hong Kong, Shanghai and Tokio.

MARGUERITE LEONARDI, formerly with Duane Jones Co., Federal Advertising Agency and Cowan & Dengler, all New York, joins Peter Hilton Inc., same city, as account executive.

MARY ANN RAMSEY, formerly editor of *Philadelphia Magazine*, Chamber of Commerce publication, joins public relations department of John LaCerda Agency, Philadelphia.

GERTRUDE MICHALOVE, director of women's activities for Theodore R. Sills & Co., New York, made a vice president of firm.

CHARLES ALSOP, formerly in charge of West Coast office of Roy S. Durstine Inc., and before that account executive with Buchanan & Co., Los Angeles, joins William Kester & Co., that city, as account executive.

TUCKER SCOTT, formerly with Compton Adv., New York, joins BBDO, New York, as television timebuyer.

ALBERT WARD, most recently with CBS, joins BBDO New York, to direct *Theatre of Today* on Saturday, over CBS, sponsored by Armstrong Cork Co., Lancaster, Pa.

CHET BROUWER, in charge of radio publicity and television for N. W. Ayer & Son Inc., Hollywood, transfers to agency's Chicago office Sept. 19 as contact man in *Kukla, Fran & Ollie* show.

HILDRED SANDERS, director of radio and television for Dan B. Miner Co., Los Angeles, elected vice president and director of agency. RICHARD GLOVER, production manager, elected to board of directors, and J. C. MORSE, vice president, made executive vice president and general manager for agency.

DECORA Inc., Chicago, changes name to JOHN H. SAMPSON Co. with offices at 221 N. LaSalle St., same city.

DAVID G. LYON, vice president of Cecil & Presbrey Inc., New York, is in Hollywood for month's conferences.

WENDELL WILLIAMS, formerly with Norman Wright Productions, Hollywood, named West Coast radio director of Leo Burnett Co., Los Angeles. Previously he was with NBC offices in New York, Hollywood and San Francisco.

BEN DUFFY, president of BBDO, New York, is author of book to be published by Prentice-Hall sometime in October entitled *Advertising Media & Markets* (second edition).

CRAIG G. MAUDSLEY opens Craig Maudsley Adv. at 720 Vance Bldg., Seattle, specializing in clients planning to use radio. He was former partner in Lunke-Maudsley and Assoc. JAMES R. LUNKE, other member of partnership, continues business as James R. Lunke and Assoc.

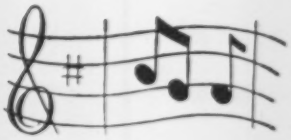
DONALD A. BREYER, in charge of plans for Los Angeles office of Brisacher, Wheeler & Staff, named vice president and manager of office, replacing HERBERT BEAVEN, resigned. Mr. Breyer joined agency in 1946 as account executive and in 1948 was placed in charge of plans. SELMA SCHONFIELD, media director for agency, and JAMES CHROSTOPHER, account executive, have resigned.

NEW ADDRESSES: GOODWIN Co., Houston, Tex., moves to 207 Rich Bldg., 2405 San Jacinto, same city, phone PReston 6246; MELAMED-HOBBS Inc., Minneapolis, to 1050 Builders Exchange, 609 Second Ave. S., same city, phone Bridgeport 1225, and KELLY & LAMB, Columbus, Ohio, to 85 E. Gay St., same city, phone ADams 2261. HENRY VON MORPURGO Inc., expands to larger quarters at 256 Sutter Street, San Francisco. Art and production departments will take over entire suite formerly occupied by agency at 406 Sutter. E. H. BROWN Adv., Chicago, to larger quarters on 18th floor of Opera Bldg., 20 N. Wacker Dr., Chicago. Telephone: FRanklin 2-9494.

WMAR-FM
BALTIMORE *is the New*

Transit radio Station

Serving America's 6th Market

Transit radio has 95% approval of passengers

A new service to Baltimore's transit riders is offered by WMAR-FM, with a tastefully chosen program of melodic music, and frequent reports of late news and sports results. With Transit Radio in operation, Baltimore's bus riders are in touch with the world . . . and the audience grows to depend more and more on this service every day.

Transit Radio reaches an audience that is receptive, an audience that has both purchasing power and the will to buy goods and services offered. Transit riders are workers and shoppers—active people—and alert advertisers are asking every day to share the dwindling availabilities on WMAR-FM's fruitful Transit Radio schedule.

WMAR-FM

Your Transit radio Station

Represented Nationally by Transit Radio, Inc.
Chicago, 35 E. Wacker Drive
New York, 250 Park Ave.

97.9 Mcs.– Baltimore, Maryland – Channel 250

WHEN IT COMES TO
NEWS
and Community Service

MEET
Frank Edwards
THE BY-WORD OF HOOSIERLAND

Another important WISH "Personality" featured in our long string of successful shows programmed locally.

FRANK EDWARDS commands a tremendous listener audience—loyal and responsive—not only because of his fearless and direct approach to controversial news issues but for his driving efforts to help the unfortunate. In promoting adequate donors for the blood-bank, in soliciting help following the disastrous Coatesville tornado, and in securing a television radio for the Marion County Crippled Children's Home—to mention a few—Frank Edwards has demonstrated his surprising ability to bring about all-out community cooperation. No wonder his audience grows daily. He gets results.

WISH
1310 kc INDIANAPOLIS · A-B-C NETWORK
FREE & PETERS, *National Representatives*
George J. Higgins, General Manager

New Business

JACK WOODFORD PRESS Inc., New York, appoints Levy Adv., Newark, N. J., to handle advertising. Radio will be used.

GENERAL BAKING Co., New York, renews three time signals per night, five times weekly on WNHC-TV New Haven, Conn. Firm also sponsors time signals on WFIL-TV Philadelphia and WMAL-TV Washington. Agency, BBDO New York.

COLE PRODUCTS Corp., Cole-Spa (hermetic beverage cup dispenser), names Kaufman & Assoc., Chicago, to handle advertising. TV expected to be used after Christmas. Account executive is President **REUBEN R. KAUFMAN.**

M. J. BREITENBACH Co., New York, (Pepto-Mangan) appoints Dorland Inc., New York, to handle its advertising. Spot radio will be used.

REENTERING radio after 10 year absence in San Francisco is *Call-Bulletin* with sponsorship of *Jolly Bill*, 15-minute, five-weekly children's show on KNBC San Francisco. Placed direct.

THE SECOND ARMY, Fort Meade, Md., reappoints J. N. Hickerson Inc., Washington, to handle its recruiting and advertising campaign.

AMERICAN FRUIT GROWERS, Los Angeles (Blue Goose fresh and processed foods), starts concerted fall-winter radio campaign with participations on women's programs in 20 markets Sept. 12. Agency: Davis & Co., same city.

PASSAIC-CLIFTON NATIONAL BANK & TRUST CO., Passaic, N. J., appoints Samuel Crott Co., New York, to handle advertising for its New Jersey banks. Radio schedule covers WPAT Paterson, with Sunday 3:45 to 4 p.m. musical show, one-minute spots daily, Mon.-Sat., and two five-minute news shows daily, Mon.-Sat.

AWFUL FRESH MAC FARLANE, Oakland, Calif. (candies), Sept. 8 will start initial 13-week intensive radio and television spot campaign on Los Angeles and San Francisco stations. Agency: Dan B. Miner Co., Los Angeles.

Network Accounts • • •

MILES LABS. Inc., Elkhart, Ind., renews two CBS programs, *Cart Massey Time*, Mon.-Fri., 5:45-6 p.m., and *Hilltop House*, Mon.-Fri., 3:15-5:30 p.m., effective Sept. 26 for 52 weeks. Agency: Wade Advertising Co., Chicago

ARMSTRONG CORK Co., Lancaster, Pa, renews CBS *Armstrong Theatre of Today*, effective Sept. 24 for 52 weeks. Program aired Saturdays, 12 noon to 12:30 p.m., through BBDO.

RICHFIELD OIL Corp., Los Angeles, Sept. 25 renews *Richfield Reporter* on 19 ABC Pacific Coast stations for 52 weeks. Agency: Hixson & Jorgensen, Los Angeles.

GENERAL FOODS Corp., New York, renews *Wendy Warren and the News* on CBS, effective Sept. 19 for 52 weeks. Program aired Mon.-Fri., 12 noon to 12:15 p.m., placed through Benton & Bowles, New York.

ALBERTS PRODUCTS Co., Portland Ore. (Portland Punch), starts sponsorship of 11:30-11:45 a.m. (PST) segment of CBS *Meet the Missus* on 13 Columbia Pacific network stations. Agency: H. C. Morris & Co., Los Angeles.

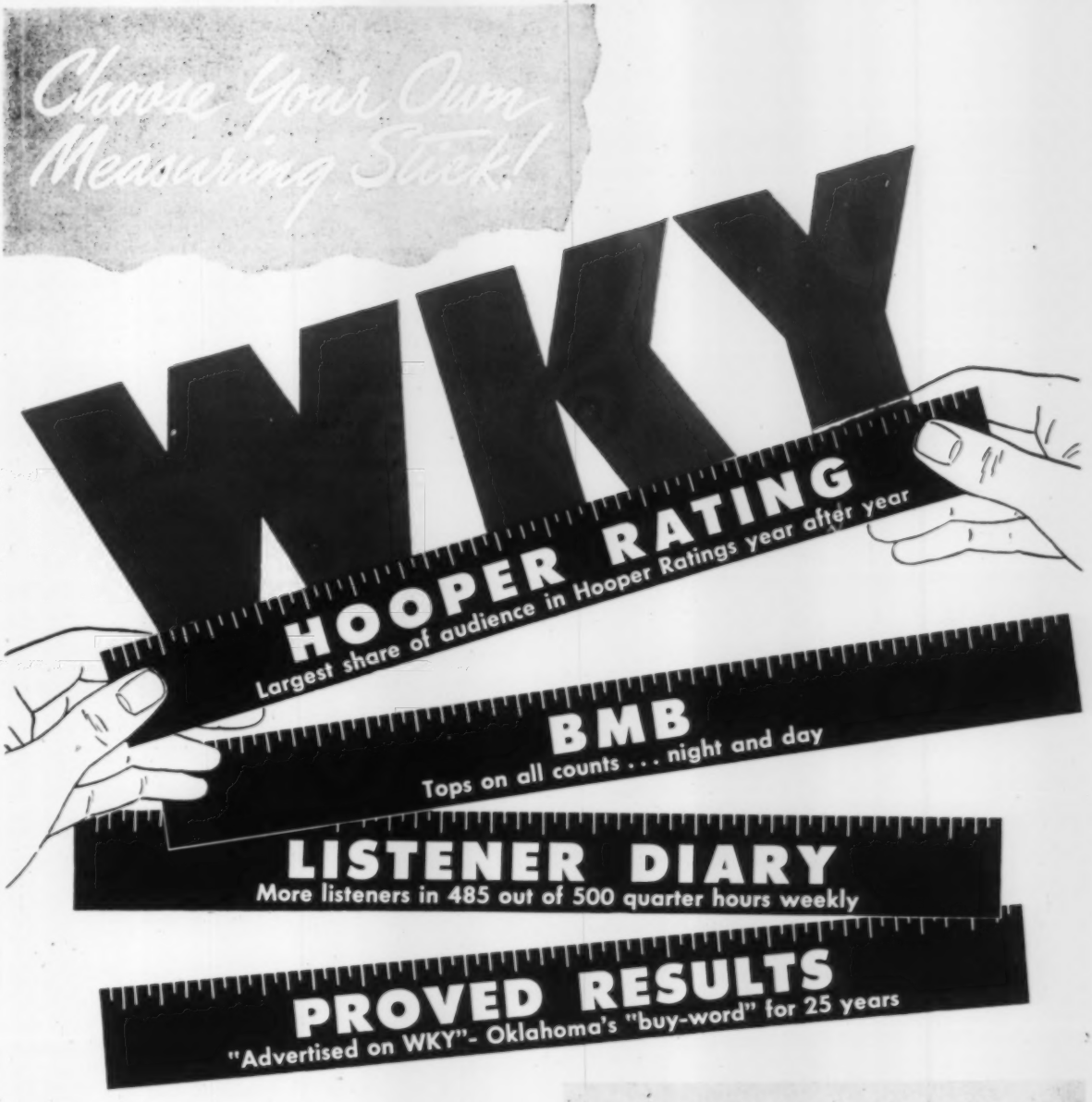
Adpeople • • •

LOUIS F. WATERMULDER named administrative vice president of Lever Bros. Co. He will supervise personnel, public relations, treasury, secretary and general counsel activities. For seven years he was treasurer of Quaker Oats Co., Chicago, and begins new duties Sept. 20. Before joining Quaker Oats, he was with Northern Trust Co. of Chicago.

SAM OWEN resigns as publicity manager at Behel, Waldie & Briggs to work as account service manager for Mills, Lund and Mann, both Chicago.

MAUREEN E. BLACKMON appointed national advertising manager for Alexander Smith & Sons Carpet Co., Yonkers, N. Y. Miss Blackmon was formerly advertising director for John Shillito Co., Cincinnati, and replaces **HARRY WATSON**, who assumes special duties in connection with coordination of production and distribution.

OSCAR COE, merchandising director for Leaf Brands Inc., Chicago Leaf Gum division, for past two and one-half years, named director of Leaf Gum sales.


Choose Your Own Measuring Stick!
WKY
HOOPER RATING
Largest share of audience in Hooper Ratings year after year
BMB
Tops on all counts . . . night and day
LISTENER DIARY
More listeners in 485 out of 500 quarter hours weekly
PROVED RESULTS
"Advertised on WKY"- Oklahoma's "buy-word" for 25 years

WKY is the Dominant Station in Oklahoma's Biggest Market!

WKY

930 KILOCYCLES--NBC

OKLAHOMA CITY

AM FM TV

Represented by The Katz Agency, Inc.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY • WKY, OKLAHOMA CITY • THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES • THE FARMER STOCKMAN

stop!

Don't do anything until you hear the NEW Lang-Worth Transcribed Music Library... a revolutionary development in sound reproduction.

WATCH FOR ANNOUNCEMENT NEXT WEEK

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th STREET, NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Wants City and Call

EDITOR, BROADCASTING:

While this may seem a small matter, it occurs to us that you can have the stations help in handling programs promotional material, maps, etc., if they will put the name of their good city on such material.

We get hundreds of pieces of mail with no address after the call letters and while the station knows (or ought to know) what city they are located in, our file girls could handle incoming mail faster if they didn't have to stop and look up addresses.

R. C. Grahl
William Esty Co.
New York

* * *

Required Reading

EDITOR, BROADCASTING:

As you must know, I just could not keep up to the minute, without reading your publication.

R. A. Porter
Vice Pres. & Account Exec.
Dancer-Fitzgerald-Sample Inc.
New York

* * *

Senator Thanks

EDITOR, BROADCASTING:

It is with sincerest thanks that I acknowledge the receipt of the Sid Hix masterpiece—it now adorns my office.

Sen. Edwin C. Johnson (D-Col.)
Washington

[Editor's Note: This was the cartoon in the June 27 issue.]

"Another Letter from the Senator from Colorado."

* * *

Minister Is DJ

EDITOR, BROADCASTING:

I'm wondering if there are *two* ministers in this country who are disc jockeys? I know there's one because we've got one here at WJVA. His name is the Rev. Victor Sears, he's 30 years of age and he's pastor of the Twin Cities Baptist Tabernacle in Mishawaka. He takes his place behind the turntables every morning from 6 to 7 a.m. and has one of the largest listening audiences in this part of the country. Honestly, I'm wondering if there is another disc jockey minister in the country.

V. T. Doyle
Program Director
WJVA
Mishawaka, Ind.

* * *

Laud Marketbook

EDITOR, BROADCASTING:

I have thoroughly examined the *Marketbook*. It's so complete it's truly the "Bible" for a time buyer and advertiser and a guide for all advertising directors in fixing his rates.

Al Haugner
Dir. of News and Special Events
WTTH, WTTH-FM Port Huron, Mich.

* * *

Differs on Opinions

EDITOR, BROADCASTING:

The unanimity of legal opinion expressed in the Roundup of Legal Views On Giveaway Ruling which appeared in the Aug. 29 issue was, to one who spent two years on the FCC's network report and regulations and resulting litigation, little less than startling. One and all took the position that the FCC Report and Order on Giveaway programs clearly offended legal and constitutional principles.

As a matter of fact, the Supreme Court decision in NBC v. U.S., 319 U.S. 190 (1943) is the strongest kind of authority in support of the FCC action on giveaways. In that case, the Supreme Court upheld the FCC's network rules which were also general rules interpreting "public interest," in that case in terms of the existing antitrust laws. . . .

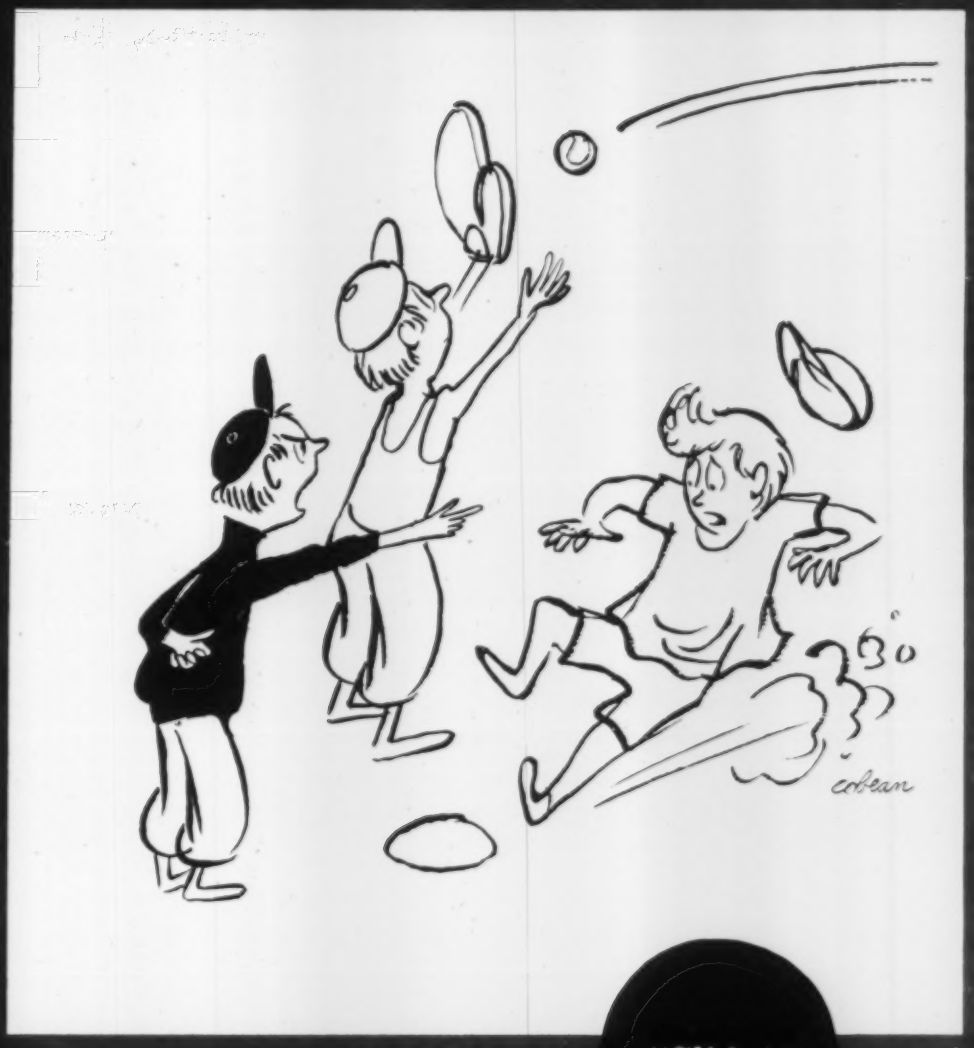
The Supreme Court thus disposed of the network contention that the Commission did not have the legal authority to make general rules with respect to licensing policy which incorporated into the public interest concept the principles of the antitrust laws. By a parity of reason, I believe that this Court will also hold that the FCC has the legal authority . . . on the subject of lotteries over the air.

The only legal question of any moment on the giveaway problem . . . is whether the court will

(Continued on page 15)

XUM

BROADCASTING
Comparative Network Program Schedule
September 1949



"Slide!"

You do what you're told!

EVENING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Adams Hats Drew Pearson (226) R	Prudential Ins. Family Hour (151)	Quaker Oats Roy Rogers Show (500)	Catholic Hour S
6:15	Seaman Bros. Mon. Headlines (218) R	"	"	"
6:30	TBA	C-P-P Our Miss Brooks (152)	Cudahy Packing Nick Carter (467)	Hollywood Calling S
6:45	"	"	"	"
7:00	"	Amer. Tob. Co. Jack Benny (176) R	Adv. of the Falcon S	Gruen Watch Hollywood Calling (163)
7:15	"	"	"	"
7:30	"	Lever Bros. Call the Police (150)	7:30-7:55 The Saint	Rexall Co. Harris-Faye 9-11 (163)
7:45	"	"	7:55-8 Ronson Art Metal, J. Desmond (434)	"
8:00	Old Gold Stop the Music (173)	Wildroot Sam Spade (171) R	Co-op A. L. Alexander	Wildroot Co. Adv. of Sam Spade (164) H
8:15	Eversharp, Inc. (173)	"	"	"
8:30	Speidel Corp. (171)	P & G—Tide Red Skelton (169) R	Music	U. S. Steel Corp. Theatre Guild 9-11 (153)
8:45	Old Gold Cigarettes (173)	"	"	"
9:00	Kaiser-Frazer Walter Winchell (272)	Electric Co. Corliss Archer (162)	Count of Monte Cristo	"
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	Burlson-Riner Chance of a Lifetime (187)	Philip Morris Horace Heidt (172)	Sheliah Graham	Bayer Aspirin American A. of F. Music (154)
9:45	"	"	Twin Views Of the News S	"
10:00	Carter Products Jimmie Fidler (70)	Dress Parade S	Summer Theater	Eversharp Take It or Leave It (164)
10:15	Ted Malone S	"	"	"
10:30	Organ Music S	Dance Orchestra S	Flavored with Flutes	TBA
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and— S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53) *	P & G—Dreft Beulah (78)	Co-op Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (166) H
7:15	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (151)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (153) R	Nokzema Gabriel Heatter (214)	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. Murrow (153)	Today in Sports S	Pure Oil Co. Kaltenborn (31)
8:00	Assn. Amer. RR. Railroad Hour (270)	Bromo Seltzer Inner Sanctum (154) R	National Biscuit Straight Arrow (279)	One Man's Family S
8:15	"	"	"	"
8:30	Ejia MacTime	Lever-Lipton Arthur Godfrey Talent Scouts (154)	Peter Salem S	Firestone Voice Firestone (140)
8:45	Henry Taylor General Motors (282)	"	"	"
9:00	Kate Smith Calls S	Lever-Lux Lux R. Theatre (153)	Murder by Experts S	Bell Telephone Telephone Hour (150) R
9:15	"	"	"	"
9:30	"	"	Secret Missions	Cities Service Band of America (181)
9:45	"	"	"	"
10:00	Elec. Workers ArthurGaeth (97)	Lyr.-Pepsodent My Friend Irma (150)	American Forum S	Carnation Co. Contented Hr. (157)
10:15	KateSmith Calls S	"	"	"
10:30	"	R. J. Reynolds Bob Hawk (160)	Mutual Newsreel Co-op	Radio City Playhouse S
10:45	"	"	Mutual Concert	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And— S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G-Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53) *	P & G-Dreft Beulah (78)	Fulton Lewis jr (291)	Amer. Tob. Co. Light Up Time (166) H
7:15	Co-op Elmer Davis (46)	P & G-Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (143)
7:30	Pepsi-Cola Counter Spy (258)	Campbell Soup Club 15 (153) R	Gabriel Heatter	Park Sheraton Hotel Orchestra S
7:45	"	Campbell Soup Ed. Murrow (153)	Today in Sports S	Pure Oil Co. R. Harkness (26)
8:00	Amer. Oil Co. Carnegie Hall (108)	Sterling Drug Mystery Theater (149) R	Gregory Hood S	Dupont, Cavalc. of America (152) H
8:15	"	"	"	"
8:30	Co-op Town Meeting (56)	C-P-P Th Pads Mr. Mrs. North (151) R	Official Detective S	Lewis Howe Co Mr & Jame (151)
8:45	"	"	"	"
9:00	"	Gulf Oil We the People	John Steele Adventurer	Lever-Swan Bob Hope 9-29 (153) H
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	It Pays to Be Ignorant	Mysterious Traveler	Johnson Wax Fibber McGee & Molly (165)
9:45	We Care S	"	"	"
10:00	"	DeSoto Plym'th Hit the Jackpot (166)	Kora's-A-Krackin' S	Lever Bros. Big Town (133)
10:15	"	"	"	"
10:30	CTO Its in the Family	Dance Orchestra	Mutual Newsreel Co-op	Brown & Wmsn. People are Funny 9-20 (164)
10:45	C. of C. Let Freedom Ring	"	Concert Notebook	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Tone Tapestries S	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, V of P Inc (85)	"	Wings Over Jordan	Cameos of Music 9:30-10 On avail. stations S
9:45	"	Trinity Choir	"	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	Highlights of the Bible S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (281)	Family Time S
10:45	Serutan Co. V. Lindlahr (69)	Church of Air S	"	"
11:00	Fine Arts Quartet	Newsmakers S	Christian Rel. Church, Back To God (266)	Faultless Starch Time (43)
11:15	"	Howard K Smith S	"	Morning Serenade
11:30	Hour of Faith S	Salt Lake City TabernacleS	Northwestern U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (13)
12:00 N	Fantasy in Melody S	Invitation to Learning S	Mutual Chamber Music	On the Village Green S
12:15 PM	Foreign Reporter S	"	"	"
12:30	Piano Playhouse	People's Platform S	Lutheran Hour Dr. W. Maier (392)	The Words We Live By S
12:45	"	"	"	"
1:00	Song Salesman S	Charles Collingwood S	Albert Warner News	America United S
1:15	Here's Hollywood S	Elmo Roper S	Charles Kenton Organist	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (30)	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Bob Poole S	Clevelandaires S
9:45	Philco Corp. Breakfast Club (24)	"	Bob Poole Show	"
10:00	Libby, McNeill My True Story (196) R	Music Please S	Co-op Cecil Brown (30)	P & G Co. Welcome Travelers (140)
10:15	"	Lee Pharmacal Arthur Godfrey (155) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (170) R	Georgia Crackers	Marriage for Two
10:45	*See Footnote	National Biscuit Arthur Godfrey (169) R	The Templones	Thanks for Tomorrow
11:00	Modern Romances	Liggett & Myers Arthur Godfrey (174) R	Co-op Behind the Story	Dr. Paul S
11:15	"	"	Your Marriage	Manhattan Soap We Love and Learn (162)
11:30	Westinghouse Ted Malone (209)	Continual Baking Grand Slam (48)	Philip Morris Against the Storm	Prudential Ins. Jack Berch (134)
11:45	TBA	P & G Rosemary (67)	"	B. T. Babbitt Lora Lawton (135)
12:00 N	Pillsbury Mills Houseparty (216) Start 9-19	General Foods Wendy Warren (148)	Co-op Kate Smith Speaks	"
12:15 PM	"	Lever Bros. Aunt Jenny (84)	Kate Smith Sings	Music
12:30	Out of Service	Whitehall Helen Trent (85)	Lanny Ross	Special Music
12:45	"	Whitehall Our Gal Sunday (84)	G. Heatter's Mail Bag	"
1:00	Co-op Baukhage (92)	P & G Big Sister (93)	Co-op Cedric Foster	Luncheon with Lopez
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (95)	Ralston-Purina Checkerboard Jamboree (202)	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Shopper's Special S	Co-op News	(Network Opens 9:30 A.M.)	Story Shop S
9:15	"	Barnyard Follies S	"	"
9:30	"	"	News	Brown & Wmsn. People are Funny (17)
9:45	"	Ferry-Morse Garden Gate (44)	"	"
10:00	Johnny Olsen's Get Together	M & M Ltd Joe Di Maggio (15)	Magic Rhythm	Minn. Valley Canning Co. Fred Waring (143)
10:15	"	"	"	"
10:30	"	Music for You S	Helen Hall	Pet Milk Mary Lee Taylor (148)
10:45	"	"	News	"
11:00	Modern Romances	Cream of Wheat Let's Pretend (154) *	Music	Adventures of Frank Merriwell S
11:15	"	"	"	"
11:30	Dave Stewart's Fun Fair	Lever Bros. Junior Miss (167)	Georgia Crackers	Brown Shoe Smilin' Ed McConnell (161)
11:45	"	"	Miscellaneous	"
12:00 N	Hormel & Co. Girls' Corps (208)	Armstrong Cork Theatre of T'day (165)	Man on the Farm	Barrfault Washington News
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer S	Pillsbury Mills Grand Gen. Sta. (147)	Smoky Mt. Hayride	Luncheon with Lopez S
12:45	"	"	"	"
1:00	ABC Concert of American Jazz	Armour Stars Over Hollywood (167)	Campus Salute	Allis-Chalmers Natl. Farm & H Hour (164)
1:15	"	"	"	"

SUNDAY

	ABC	CBS
1:30	National Vespers S	Treasury Bandstand S
1:45	"	"
2:00	Around the World (158)	Lutheran Witness Hour (166)
2:15	"	"
2:30	Co-op Mr. Preside	Columbia Pres S
2:45	"	"
3:00	Frankost Trail Harrison (75)	Symphony Orchestra S
3:15	Sketches From Life S	"
3:30	Speaking of Sang S	"
3:45	"	"
4:00	Show Time S	"
4:15	"	"
4:30	Milton Cross Opera Hour	Dance Orchestra
4:45	"	"
5:00	Pause Classics S	Music for You
5:15	S Start	"
5:30	"	Lutheran Witness Lutheran Hour (80)
5:45	Goodyear Greatest Ever To (46)	

XUM

WEDNESDAY

MBS	NBC
Repeat of Kid Strips	News Bob Warren S
"	Clem McCarthy 6:15-6:20 S
"	Sketches in Melody 6:20-6:45 S
"	Sun Oil Co. 3-Star Extra (34)
Fulton Lewis jr. (291)	Amer. Tob Co Light Up Time (166) H
Dinner Date S	Miles Labs. News of World (151)
A. B. Semler Gabriel Heatter (215)	Park Sheraton Hotel Orchestra S
Today in Sports	Pure Oil Co. Kaltenborn (32)
Can You Top This S	Philip Morris Hogan's Daughter (145) R
"	"
International Airport	Kraffs Foods Co. Great Gildersleeve (151)
"	"
Southergood Baines	Bristol Myers Henry Morgan (159)
"	"
Family Theatre S	Bristol Myers Dist. Attorney (140)
"	"
Comedy Playhouse S	Am. Cig. & Cig. The Big Story (153)
"	"
Mutual Newsreel Co-op	Mars Candy Curtain Time (145)
Concert Hall	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And— S	"	Clem McCarthy 6:15-6:20 S
"	No network	"	Sketches in Melody 6:20-6:45 S
"	P & G-Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (52) *	P & G Beulah (79) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (166) H
Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (143)
Pepsi-Cola Counter Spy (258)	Campbell Soup Club 15 (153) R	Gabriel Heatter	Echoes from the Tropics S
"	Campbell Soup Ed. Murrow (153)	Today in Sports	Pure Oil Co. R. Harkness (27)
First Hundred Years S	P & G-Lava FBI (149)	Air Force Hour	G.F.-Jello Aldrich Family (149)
"	"	"	"
Dizzie & Harriett Nelson S	Whitehall Mr. Keen (149) R	Mail Pouch Fishing & Hunting Club (133)	G.F.-Maxwell Father Knows Best (146) H
"	"	"	"
Old Gold Orig. Amateur Hour (173) *	Auto-Lite Suspense (169)	Meet Your Match	R. J. Reynolds Camel Start 10 6 (163)
"	"	"	"
"	Philip Morris Crime Photog. (149)	Sing for Your Supper	The James & Pamela Mason Show S
"	"	"	"
Revere Camera Name the Movie (58)	Hall Bros. Hallmark Playhouse (157)	Co-op This Is Paris	Chesterfield Supper Club Perry Como
"	"	"	"
Someone You Know, Mental Health Series S	Campana Sales First Nighter (59)	Mutual Newsreel Co-op	Dragnet 10:30-11 S
"	"	Concert Hall	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And— S	"	Clem McCarthy 6:15-6:20 S
"	No network	"	Sketches in Melody 6:20-6:45 S
"	P & G-Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (52) *	P & G Beulah (79) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (166) H
Co-op Elmer Davis (46)	P & G Jack Smith (82) R	Dinner Date S	Miles Labs. News of World (151)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (153) R	Gabriel Heatter	The UN Is My Beat.
"	Campbell Soup Ed. Murrow (153)	Today in Sports	Pure Oil Co. Kaltenborn (31)
Norwich Phar. Fat Man (136) R	Gen. Fds.-Sanka The Goldbergs (151) R	Plantation Jubilee	TBA
"	"	"	"
Equitable Life This Your FBI (221) R	Gen. Fds.-Jello My Favorite Husband (153) R	Music	A Tree Grows in Brooklyn S
"	"	"	"
Bristol Myers Break the Bank (183) R	Am. Tob.-Rio-T. Leave it to Joan (173)	Opera Concert	Pabst Sales Co. Screen Directors Playhouse (145)
"	"	"	"
Pac. C. Borax The Sheriff (191)	Breakfast with Burrows S	Enchanted Hour	R. J. Reynolds Camel, My Good Wife, 10/7 (163)
Gh. Spark Plug Roll Call (215)	"	"	"
Gillette S. R. Co. Gillette Fights (270)	Dance Orchestra S	Co-op Meet the Press (32)	Mars Inc. Dr. I. Q. (131)
"	"	"	"
"	"	Mutual Newsreel Co-op	Col Palm.-Peat Sports Newsreel (139)
"	"	Concert Hall	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC
Fantasy in Melody S	News Bancroft S	Modern Music	Horse Races
Saturday Session S	Memo From UN	"	Art of Living S
Co-op H. Wisner	U. S. Army Red Barber (171)	Music	NBC Symphony Orchestra S
Rendezvous with Song S	News L. Lasoeur S	Mel Allen	"
Here's Hollywood S	Spin to Win S	Hawaii Calls S	"
Co-op Bert Andrews	"	"	"
Let's Listen to Music S	"	True or False S	Pet Milk Saturday Night Serenade (145)
"	"	"	"
Buzz Adlam's Playhouse S	Wrigley Gene Autry (165)	Ronson Metal 20 Questions (501)	Am. Home Prod. Hollywood Star Theatre (53) H
"	"	"	"
Two Billion Strong S	Philip Marlowe S	Take a Number	P & G-Duz Truth or Consequences (147)
"	"	"	"
Tommy Dorsey's Treasury Show S	Ganghusto	Life Begins at 80 S	Amer. Tob. Co. Your Hit Parade (164)
"	"	"	"
Musical Etchings S	Liggett & Myers Tales of Fatima (25)	Lombardo USA S	Colgate Shv. C. A Day in the Life of Dennis Day (144) H
"	"	"	"
Phillips Petrol. Sat. Barn Dance (68) *	Sing It Again S	Chicago Theatre of the Air S	Colgate Jody Canova 10 1 (144) H
"	"	"	"
Shamrock Hotel Bands S	"	"	R. J. Reynolds Grand Ole Opry (159)
"	"	"	"

SUNDAY

ABC	CBS	MBS	NBC
National Vesper S	Tommy Dorsey Band S	Mutual Music Box	U of Chicago Round Table S
"	"	"	"
Around the World (150)	Lopez-Wilshaw Bandies (186)	Charmer of the Doll	Voices Down The Wind S
"	"	"	"
Co-op Presidents	Syracuse Fun 1	Co-op Bill Cunningham (55)	Design for Listening
"	"	Veteran Wants to Know S	"
Cultural Treasures (75)	Symphony Orchestra S	Music for a Half Hour	"
Sketches From Life S	"	"	"
Speaking of Songs S	"	General Foods Juvenile Jury (223)	Miles Labs. Quiz Kids Start 9/11 (162
"	"	"	"
Show Time S	"	General Foods House Mystery (482)	Living—1949
"	"	"	"
Milton Cross Opera Alert	Dance Orchestra	Wm. Gargan Private Investgr. (380)	Bob Trout News Silver Strings 4:35-5
"	"	"	"
Parade of Classics	Music for You	Grave Labs D.L.&W. Coal The Shadow	Surprise Serenade
Start	"	"	"
Hollywood Theatre Ever Th (64)	Lopez-Wilshaw Lopez Bandinella (92)	Williamson True Detective Mysteries (472)	Int'l Harvester Harvest of Stars 9/15 (165)
"	"	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (88)	Tom, Dick & Harry	Co-op George Hicks S
Co-op Dorothy Dix on the Air	P & G Guiding Light (85)	Art & Dottie Todd	Easy Listenin'
Co-op Breakfast in Hollywood	General Foods 2nd Mrs. Burton (96)	Ph. Morris (375) Miles Lab. (422 Queen for Day	Campbell Soup Double or Nothing (131)
"	P & G Perry Mason (114)	"	"
Sterling Drug Bride & Groom (201) R	Toni Co. Nora Drake (153)	Say It with Music	General Mills Today's Children (70)
"	P & G Brighter Day (82)	"	General Mills Light of World (70)
See Footnote	Babbitt David Harum (55)	Bob Poole Show	P & G Life-Beautiful (151)
"	Miles Labs Hilltop House (128)	"	P & G Road of Life (147)
Ladies Be Seated S	Make Believe Town S	Luncheon at Sardi's	P & G Pepper Young (153)
"	"	"	P & G Right to Happiness (151)
Pillsbury Mills Galen Drake 214) Start 9 19	Beat the Clock S	Miscellaneous Programs	Sterling Drug Backstage Wife (146)
Melody Promenade S Start 9 19	"	"	Sterling Drug Stella Dallas (146)
Eleanor & Anna S	Winner Take All S	Johnson Family	Sterling Drug Lorenzo Jones (146)
Irene & Allan Jones	"	Two-ton Baker S	Sterling Drug Y. Widder Brown (146)
See Footnotes	Treasury Bandstand S	M-W-F Ted Drake S	General Foods When Girl Mar's (77)
"	"	National Biscuit Tues-Thurs S. Arrow (343)	General Foods Portia Faces Life (89)
"	Chicagoans S	M-W-F, Tom Mix-Ralston (482)	Whitehall Just Plain Bill (59)
"	Miles Labs. Curt Massey Time (141) R	Capt. Midnight Wander (161)	Whitehall Front Page Far' (58)

SATURDAY

ABC	CBS	MBS	NBC
Old, New, Borrowed, Blue S	Toni Co. Give and Take (149)	Dance Orchestra	R. F. D. America
"	"	"	"
101 RanchBoys	Borden County Fair (166)	Dance Orchestra	Echoes from the Tropics S
"	"	"	"
Jr. Junction	Farm News S	Music	The Words We Live By S
"	Doll Trio	"	Report on Europe S
Treasury Show	Report From Overseas S	Poole's Paradise	Musicana S
"	Adv. in Science S	"	"
Fascinating Rhythm	Dance Orchestra S	Sports Parade	"
Conclusion Football Game of the Week S	"	"	"
"	"	Music	Your Health Today S
"	Horse Racing S	"	Horse Races
"	Saturday at The Chase S	"	Contrasts
"	"	First Church Christ. Scientist (65)	"
Tea and Crumpets	Dance Orchestra S	Mutual Concert Hall	Mind Your Manners
"	"	"	"
"	Make Way for Youth S	"	Presenting Larry Cotton S
"	"	"	Hoof Club Dog Food, Hollywood Closeups (168

The human voice is our first and best instructor. "Don't touch!" "Come here!" "Put it down!" Radio uses the selling power of the human voice to its fullest effect. And in all radio CBS is the most effective network because more people listen more of the time to what CBS tells them. The reason for this is plain. Night and day, in all its programs CBS *tells* them more of the things they enjoy hearing most.

Open Mike

(Continued from page 14)

ree with the Commission's in-pretation of a lottery program. is question is not so clear as Commission's authority to is- general rules on the subject; the Court will surely give great ight to the Commission's care-lly reasoned Memorandum Opin- and Order and, I believe, also hold the Commission's definitions this point.

. . . I am discussing only the al question of FCC authority, d not the policy question whether Commission should have lopted the order it did or in the anner it did, on both of which ints I have reservations.

Seymour Krieger
Courtney, Krieger and Jorgensen
Washington.

* * *

apid Rate Calculation

DITOR, BROADCASTING:

. . . BROADCASTING is to be con-atulated for initiating a much eeded service in the radio and levision industry. The Spot Rate inder is already being used re-iously by us at NBC. I would ess that through using your book e can estimate rates on combina-on of stations in about one-tenth would take by using rate cards *Standard Rate & Data.* I, for e, hope that Spot Radio Find-is a permanent service of ROADCASTING . . .

Jacob A. Evans, Mgr., Adv. & Prom.
NBC Spot Sales, New York

* * *

auds 'TV Realism'

DITOR, BROADCASTING:

I have just read your editorial TV Realism" and the very flat-ing statements you made with re-ect to "Television as an Adver-ing Medium" which was pre-ared in this division.

Your recognition of our efforts a very satisfying thing.

Charles P. Redick, Chief
General Products Division
Dept. of Commerce
Washington

Editor's Note: The editorial in BROADCASTING Aug. 22, referred to the TELESTATUS digest of the Commerce report in BROADCASTING Aug. 8.]

* * *

uggests 'Radiotorial'

DITOR, BROADCASTING:

During recent months there has en much discussion about the esentation of editorials by radio tions. Let's be original and ink up our own terminology in-ead of using the word editorial. ere is my suggestion:

RADIOTORIAL. What's yours?

L. Herschel Graves
General Manager
WTAL Tallahassee, Fla.

Editor's Note: "Radiotorial" is okay th us. As a matter of fact, BROADCASTING used the word more than a cade ago as a stock guest-editorial adline.]

Votes 'No' on Ads

EDITOR, BROADCASTING:

Since the issue seems to have been voted on by practically every other broadcaster in America, let me add one emphatic ballot against removing radio's traditional ban on liquor advertising. I do not feel that this is the time for us to lessen in any way our close attention to serving the basic needs of our listeners. Because this ban is traditional in itself, is reason enough for us to think long and hard before lifting it.

Bert Ferguson
General Manager
WDIA Memphis.

* * *

Cheer to Gillin

EDITOR, BROADCASTING:

When Ralph Edwards heard that John Gillin (president and general manager, WOW Omaha) was ill,

Mr. Edwards and "Contestant" Miller.

* * *

he wanted to do something to make him feel better, so he called his cast together and made up a special television salute program on kinescope, which was aired on WOW-TV at its grand opening Aug. 29.

Among the "contestants" was none other than Justin Miller, president of NAB, who came in from his Palisade Home to participate on the program made in NBC's Hollywood studios.

Who says there's no sentiment left in business?

Bill Wiseman
Prom. Mgr.
WOW Omaha

* * *

'Tops' in Trade

EDITOR, BROADCASTING:

. . . I have carefully and critically read through issues of all the publications which you might possibly feel are competitive, and BROADCASTING is tops for my money.

Richard C. Arbuckle
210 Martine Ave., Apt. 3M
White Plains, N. Y.

SIX BROADCASTING stations have been added to membership of Canadian Assn. of Broadcasters bringing total number of CAB stations to 95. New member stations are CKBB Barrie, Ont.; VOCM St. John's Newfoundland; CKRS Jonquiere, Que.; CKX Brandon, Man.; CHUB Manaimo, B. C., and CKY Winnipeg, Man.

IN BUFFALO
COLUMBIA
and WGR
— have the sky-high Hoopers for '49

With Columbia's new galaxy of stars . . . and with more to come . . . WGR in Buffalo has sky-rocketed to new highs in Hooper ratings . . . climaxing a sensational two-year rise under the station's new ownership.* 5000 watts night and day on radio's most favorable wave length . . . 550 kc . . . gives advertisers the *best* reception in Western New York's rich market.

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.
Buffalo's Columbia Network Station
National Representatives: Free & Peters, Inc.

*Leo J. ("Fitz") Fitzpatrick and I. R. ("Ike") Lounsberry

We Extend Sincere
CONGRATULATIONS
to

CKLW

on its
Power Increase to
50,000 WATTS
at 800 kc.

—covering a 17,000,000 Population Area in the Michigan-Ohio region

•

We are proud to be the
U. S. REPRESENTATIVES
of
This Progressive Station

Adam J. Young Jr.

NEW YORK • CHICAGO
SAN FRANCISCO • LOS ANGELES

. . . In the Public Interest

Call Saves Life

WHILE Mrs. Ruby Skelly was dying of an internal hemorrhage in Janesville, Wisc., the hospital had only one pint of her blood type available. Forty-five minutes after an emergency call to WCLO Janesville, six donors with the correct blood type were at the hospital to help. The patient is on the road to recovery, and radio is one of the reasons.

* * *

Stations Search for Child

WHEN two and one-half year old Kathy Brayden disappeared in the woods at Pike Lake, Minn., Duluth radio stations were among the first on the scene to help in the search. During the 17 hours in which the child was lost, KDAL and WREX broadcast appeals for searchers and aided in every possible way. WREX had a mobile unit on the scene throughout the night and broadcast interviews with various people concerned in the search. KDAL supplied its public address system for organization of searching parties, and covered the area from its amphibious SeaBee. When child was found, virtually unhurt, both stations aired special features about the incident.

* * *

All Out for Safety

SERIES of specially created shows dramatically illustrating the tragic effects of carelessness, is being aired on *Safety is Everybody's Job*, via WAMS Wilmington, Del. The eight weekly shows are designed to hit at the more common causes of accidents, and are supplemented by nearly 1,500 spot announcements, sponsored by merchants and businessmen in the area.

* * *

Saving Trees

TWO midwest stations, KGGF Coffeyville, Kan., and KRES St. Joseph, Mo., were largely responsible for raising the funds to spray the city trees in order to eliminate disease-carrying insects and save the trees. KGGF devoted two two and one-half hour programs, highlighting a week long promotion drive with plugs for funds at every station break, in a successful campaign which netted $1750 in cash and pledges. Additional features were pick-ups of the cash by KGGF Ballad Singer Rogers Buckley astride a Palomino pony, and free airplane rides to large subscribers. Top donor received a ride on the pony, during which he solicited another subscription. At KRES, the entire Saturday schedule of programs was cancelled as station staff members sang songs, read poetry, played records and reconstructed prize fights—all for a price. By Saturday night $3200 of the $4000 goal had been received. A final Sunday afternoon program resulted in success, with $500 to spare. A special broadcast from one of the spray planes took place during the operation.

* * *

Comics for Children

DURING a broadcast of a local baseball game over KFDX Wichita Falls, Tex., mention was twice made of the fact that the children in the polio ward of the Wichita Falls General Hospital had exhausted their supply of comic books and had nothing more to read. The response was immediate, and within a week further announcements over the station had drawn enough boxloads of books to keep the children in reading matter for a long time.

* * *

Personal Greetings

FOUR-YEAR old Bobby Byers, fatally ill with cancer, found his only amusement in having his mother read to him from the 3,000 letters he received daily. His mother was given relief from her task, however, when WLAW Lawrence, Mass., sent a special transcribed program to the boy's home in Phoenix, Ariz. The station's staff prepared a personal jingle of greetings which they sang, and then told Bobby about their New England homes and children. A copy of the recording was sent also to KPHO Phoenix.

* * *

Recordings for Blind

CONTRIBUTIONS amounting to $2,669 for recording apparatus for the library of the blind were received following a ten-day appeal on *The McCanns at Home* on WOR New York. Sums ranged from one dollar to $100, and will purchase "soundscriber" machine, discs and sound-proofing equipment to make previously inaccessible text book references available.

WITH pie in face, Tommy Mayhew (r), disc m. c. on WKGN Knoxville, Tenn., carries on during that city's Savings Bonds drive, in which WKGN and the four other local stations gave time and talent. Jack Britton, morning man on WKGN, who has been carrying on year-long feud with Mr. Mayhew, is the pie hurler.

Success STORY

Out of raw materials and labels in less than a month! That's what happened when Red Arrow Laboratories chose WFAA's "Early Birds" to introduce its new insect repellent to the Southwest. Moreover, sales of all Red Arrow products jumped beyond expectation, while sales outside WFAA's area were normal.

Perfect proof of the effectiveness of "The Early Birds," radio's oldest breakfast-time variety show. This 45 minutes of fun every weekday morning has for nearly 20 years been the Southwest's most ambitious radio production . . . its most consistent sales-getter. Quarter-hours available.

WFAA

DALLAS and WFAA FM

820 KC • NBC • 570 KC • ABC

TEXAS QUALITY NETWORK

Radio Service of the DALLAS MORNING NEWS

REPRESENTED NATIONALLY BY EDWARD PETRY and COMPANY

WANNA WHITTLE AWAY AT BARLOW (Ky.)?

If you've got a yen to carve out big sales in Barlow (Ky.), Gents, don't use WAVE; our signal isn't sharp enough or strong enough to reach that Mississippi bottomland.

But like unto ye mighty two-edged sword, WAVE can—*and does*—cut a swath through the Louisville Retail Trading Zone. This is the richest and most important slice of Kentucky. Families living here are *40% better off* than folks in the rest of the State. And boy, how we mow 'em down!

So how about it?—don't you like *our* brand of cutlery the best?

LOUISVILLE'S
WAVE

NBC AFFILIATE
FREE & PETERS, INC.,

5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

Feature of the Week

LONE STAR radio newsman, Bill Whitmore of KPRC (AM-FM) Houston, Tex., was first to unscramble the battle Aug. 17 between Houston and Pasadena, Tex., modern version of the Alamo, to the outlet's listeners.

Mr. Whitmore

Controversy between the cities centered on Houston's "annexation program," allegedly designed to relegate several neighboring cities to the status of "Island Cities." One of these smaller communities, Pasadena, an industrial center, was determined to retain its independent status.

For several months, Houston Mayor Oscar Holcombe and Pasadena Mayor Sam Hoover had been conferring privately on plans designed to work out a compromise. But on Aug. 17 negotiations were broken off, with Mayor Holcombe charging Mayor Hoover with breaking the "gentleman's agreement" between the two city executives.

Taking its cue, the Houston City Council immediately swung into a special session and proceeded to streamline the city's annexation program. But the fly in the ointment was a Pasadena City Council maneuver. The Pasadena council had been meeting secretly, twenty-four hours previous, thus leaving Houston's governing body in the dark as to what Pasadena had decided along the annexing line.

A complex but important situation—the fate of many oil refineries, chemical plants and other industrial installations hinged upon the outcome—was thus presented to the newsmen. Bill Whitmore, on top of this rapidly developing news story, immediately recognized the dream potentiality.

It was Bill's story without reservation. The afternoon newspapers were past their deadline and it was five hours before the "bull dog" edition of the morning newspaper would hit the streets.

He moved fast. Bill contacted

(Continued on page 83)

On All Accounts

THE GAP between industrial engineering and advertising is great, but 6-ft.-3-inch MacLean Chandler has bridged it smoothly. As assistant to the vice president of radio and television at Leo Burnett Co., Chicago, Mac brings into play the precise mind of an engineer, his schoolboy ambition. This ability is tempered, however, with perspective and imagination required of him as a timebuyer on large national accounts.

MAC

Except for war service, Mr. Chandler has worked at the Burnett agency 10 years, moving upward from office boy. He was hired by the agency, immediately after graduation from the U. of Illinois, during an interview in which he asserted: "I can do anything."

A sports enthusiast from childhood, Mac took up golf when he was 12 in the yard behind the Chandler's 10-room home on Chicago's South shore. At Hyde Park High School he was captain of the swim team, president of the Lettermen's Society and a basketball player. He campaigned vigorously for student offices, being elected senior class commissioner and student council president.

At Illinois U., after pledging Chi Psi, he cut down his sports activities to intramural competition. Interest in engineering dwindled also, and Mac became engrossed in market analysis and research. A natural aptitude for statistics (his father was chief auditor of the Audit Bureau of Circulation) got him numerous tutoring assignments.

He also taught in the Navy, after enlisting in the reserve before the war. Leaving the agency in January 1942 he was assigned to active duty at Ft. Schuyler, N. Y. He bivouacked on the East River in the Bronx two months, and after recruit training elected to remain there as an instructor rather than to take duty at the Bureau of Ordnance in Washington. An ensign, he taught a variety of subjects, including communications, navigation and ordnance. He also was athletics officer.

Assigned to Naval gunnery school a year later, he shipped aboard the aircraft carrier U.S.S. Wasp, traveling to Trinidad on a shakedown cruise and to the Pacific for action with Third and Fifth fleets. Except for a seven-week layover for repairs at Bremerton, Wash., Lt. (jg) Chandler

(Continued on page 80)

it was NEVER like this before!
MINNESOTA
NORTH DAKOTA
WISC.
SOUTH DAKOTA
IOWA
NEBRASKA
OMAHA
KANSAS
MISSOURI RIVER
THE WOW-LAND CUSHION !
The 228 WOW Counties (BMB) in:
Bank Deposits (12/31/48)
Dollar Value War Bonds (12/31/48)
Nebraska 1,212,017,000 648,036,000
Iowa 656,399,000 462,000,000
South Dakota 421,011,000 245,253,000
Kansas 414,346,000 124,492,000
Minnesota 116,739,000 38,558,000
Missouri 133,132,000 89,804,000
North Dakota 4,748,000 1,464,000
TOTALS 2,958,392,000 1,609,607,000
GRAND TOTAL 4,567,999,000
READY MONEY!
W O W - L A N D
There's no need to worry about the present or the future of this tremendous farm market served ONLY by Radio WOW. Invest your advertising dollars HERE for immediate sales and long term gain.
RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE
John J. Gillin, Jr., President & Gen'l Mgr.
Represented By John Blair & Co. and Blair-TV, Inc.
TWENTY-SIX YEARS OF SERVICE IN THE RICH MISSOURI VALLEY
Note: WOW-TV begins commercial programming September 1

is the Weight....

HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY & CO., NAT'L REPRESENTATIVES

XUM

"Where you need it?"

WE CAN'T distribute your avoirdupois over your frame, but we can help distribute your product and build up your sales. In the sound and growing market of the Central South there are thousands of merchants with millions of loyal customers, who move merchandise when WSM supplies the buying impulse.

This great area is a good cross-section of the USA—farms, towns, cities. And it becomes richer and more potent as a market every year.

You can work it economically via WSM, where a staff of 200 is ready to produce network-quality shows, and to help point up your commercials for this exceptionally responsive audience. WSM delivers a package of power (50,000 watts, clear channel), audience (many millions), confidence (23 years in the building), trade cooperation (they know WSM moves goods), and network-quality shows (we've built many shows for the network for many years).

Perhaps this is the answer to keeping your business on the road to the volume you want. Worth looking into, anyhow.

50,000 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE

IT'S EASY, IF YOU KNOW HOW!

Hero or flop, success or failure—it's plain old-fashioned Know-How that usually makes the difference! Take KWKH's Hoopers, for example. Our latest Share of Audience figures (Mar.-Apr., '49) show these results:

MORNINGS . . . 70% Better Than Next Station (B)
(Mon. thru Fri.)

AFTERNOONS . . 7% Better Than Next Station (C)
(Mon. thru Fri.)

EVENINGS . . . . 47% Better Than Next Station (B)
(Sun. thru Sat.)

In addition, BMB figures and paid-attendance at "live" shows give further proof of KWKH's superiority in this rich Southern market. *May we send you all the proof,* today?

KWKH

SHREVEPORT — **Texas LOUISIANA Arkansas Mississippi**

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 37, No. 10 WASHINGTON, D. C., SEPTEMBER 5, 1949 $7.00 A YEAR—25¢ A COPY

FALL BUSINESS

Network Outlook Bright Though Under '48

FALL business on the nationwide networks is lagging behind that of a year ago, a survey made last week by BROADCASTING reveals. A comparison of business signed for this fall by the networks with that on the air in the fall of 1948 shows 132 advertisers sponsoring 234 network shows this year as against 146 advertisers with 269 programs a year ago.

Timewise, the combined sales of the four networks add up to 174 hours and five minutes, compared to 201½ network hours sponsored last fall, a drop of 13.9%. All networks are below the 1948 level: ABC has signed 41 hours and 50 minutes, a drop of 6.5% from the 44¾ commercial programs it had in the fall of 1948; CBS has 58 hours and 20 minutes this year, 6.7% below the 62½ hours a year ago; MBS has 17 hours and 10 minutes this year, off 39.0% from the 28½ hours of commercial business it had in the fall of 1948; NBC has 56¾ hours this fall, 13.7% below last fall's total of 65¾ hours.

'48 and '49 Compared

The table on page 24 outlines, advertiser by advertiser and program by program, the commercial network picture for this fall and for the fall of 1948. It is as complete as possible at this time, but it must not be taken as absolute. Network salesmen are still on the job and the commercial program lineup for this fall may be appreciably longer by the time October arrives. Nor does the list include business signed to start later than October, such as Texas Co. sponsorship of Metropolitan Opera on ABC beginning in December.

To make the comparison as accurate as possible, political business on the networks last October, immediately before the Presidential election, has been omitted from the table. Advertisers using only regional hookups have also been left out of the table for both 1948 and 1949. And, of course, the dollar figures for time sales this October are not yet available.

Presidents of the four major networks had this to say of the upcoming season:

MARK WOODS,
ABC PRESIDENT

"AT the start of a new season of broadcasting, a close look at ABC's AM and TV operations reveals both advertising media to be in a healthy condition.

"The ABC picture as we go into the fall shows that the network has 41 hours and 35 minutes of

(Continued on page 38)

Dollar figures for last October from Publisher's Information Bureau.

AUTUMN RADIO time sales will equal, and bid to surpass, the national volume one year ago.

Spot business is brisk after a slack summer and promises to run at least 10% ahead of the last four months.

The composite picture of the four AM networks follows more closely general business indicators and actual business signed as of last week is 13.9% below sales at the same time a year ago.

Local business looks good for fall after a summer which followed the general leveling off of business.

BROADCASTING'S annual nationwide fall survey shows that television has not cut into the radio dollar as seriously as was anticipated. While a portion of the network reduction may be traced to TV, unusually good business in selective radio more than offsets this cut in gross.

This development indicates that television is bringing new money and money which was formerly spent in other media into the radio-television picture rather than cutting into radio budgets.

* * *

The national-regional spot and network forecasts are based on actual contracts signed and not on "general" statements by executives in the field. Checks among agencies, advertisers, representatives, stations and networks throughout the nation give authority to reports included here.

Most regions show the impact of the spring-summer letdown which was reflected generally in business and industry. Media have not suffered the same relative loss for they are the means through which sales effort has been increased. The results have been especially good in old-line radio ranks as more and more businesses have been sold on radio's effectiveness by dint of stronger salesmanship.

While spot business is up, it was evident from the BROADCASTING canvass that it will be spread over a far greater number of stations. While many of the post-war licensed outlets, both AM and FM, are still in financial straits and have not been able to crash the national market, there are nevertheless quite a number which have become entrenched in their markets. When the war ended there were 950 AM stations. Now there are 2,032 AM and 738 FM, plus the 76 operating TV outlets in 46 markets.

The network picture was somewhat obscured by the FCC ruling on giveaways. Many sponsors, ready to sign for that type of show, are now debating whether to select a new program format or use giveaways pending decision of network suits filed last week.

* * *

Summaries of the fall outlook are published in full in this issue. They show:

New England—Best in history (page 24)
New York—Spot is up; network off (this page)
Philadelphia—Making quick recovery after summer easing; outlook now good (page 24)
Chicago—Gathering momentum after slow start; high for spot (page 25)
Southwest—Spot inquiries numerous; availabilities scarce; general business conditions tightening (page 25)
Los Angeles—Bad summer for spot; networks up; fall prospects improving (page 26)
San Francisco—Optimistic; spot increasing despite business slowdown (page26)
Seattle—As good or better than last year (page 27)
Canada—Little change; few good availabilities; expected slump failed to develop (page 27)

Spot Lag Disappears; Record Looms

SPOT RADIO business, which faltered perceptibly in the early summer, last week had not only recovered its former levels but also seemed destined to exceed dollar volume records for the fall.

Authoritative sources stuck by their forecasts of a month ago [BROADCASTING, Aug. 8] that national and regional non-network radio advertising would reach $40 million in the September-December period, about a 10% gain over the same four months last year.

Station representatives generally reported that business was booming, although little of it was coming in over the transom. Hard selling was the order of the day, but it was paying off.

T. F. Flanagan, managing director of the National Assn. of Radio Station Representatives, said members had "been so busy that many of them haven't had time for vacations."

Mr. Flanagan characterized the spot advertising condition as "very solid."

"There have been some defections," he said, "but new business has more than made up for them."

Budgets Retained in Full

Many major advertisers, surveyed by BROADCASTING, reported they intended to maintain or expand spot schedules.

Colgate-Palmolive-Peet Co., for example, will increase its spot expenditures although it has decreased its network billing.

General Mills said its spot campaigns this fall would equal those of last year.

Procter & Gamble, the biggest network advertiser, will maintain its heavy spot schedule.

A random sample of spot broadcasters surveyed by BROADCASTING showed that many were intensifying their campaigns this fall, in comparison with those of the same season last year.

Virginia Dare Wines, through Ruthrauff & Ryan, New York, will use 194 stations this fall, compared to 159 last year.

Chrysler Dealers, through McCann-Erickson, New York, used 114 stations last year, are now on 376 stations. Present contracts

(Continued on page 36)

Boston

The Hub and Quaker City In Optimistic Tenor

Philadelphia

A BRIGHT outlook for fall radio business is seen by station, agency, and other industry leaders contacted in the Boston area. Although some expect a "status quo" as compared to last fall, which was generally one of the best, others were optimistic that the coming season would show even greater gains.

While it was conceded that television would gradually affect the overall radio picture, there was practically unanimous agreement that it had not as yet materially cut into the radio dollar. Some even felt that video would be a factor in improving the position of many stations.

Explanations for this seeming paradox were varied. One view held that appropriations taken from network night-time radio would be transferred to spots on local stations in selected areas. Still another was that advertisers, faced with making a more discriminating choice in spending their radio budget, would select the stronger stations.

Among network advertisers, Lever Brothers Co., Cambridge, through James A. Barnett, vice president in charge of advertising, reported that its radio shows would be the same as last winter and that its expenditures would be about the same.

First Use of TV

The Clock, a mystery-drama on NBC-TV, Wednesday, 8:30-9 p.m. (EST), starting Oct. 5 will mark the company's entry into network TV. Products will be Lux toilet soap, Pepsodent toothpaste and Spry.

Radio programs are *Amos 'n' Andy* (Rinso), *Lux Radio Theatre* (Lux and Lux toilet soap), *My Friend Irma* (Pepsodent toothpaste), *Aunt Jenny* (Spry), and *Junior Miss* (Rayve and Pepsodent products), all on CBS. NBC will carry the *Bob Hope Show* (Swan) and *Big Town* (Lifebuoy).

Gillette Safety Razor Co., Boston, is laying out its radio and TV plans and expects them to be the same as last year. "Expenditures will be as great or greater," said Craig Smith, vice president in charge of advertising. He attributed the possible increase in expenses to new television stations and rate increases. Gillette has already contracted for the World Series, Army-Navy game, Orange Bowl, Sugar Bowl, and Rose Bowl games.

The *Christian Science Monitor*, Boston, only daily newspaper sponsoring a coast-to-coast commentary, will again present *The Monitor Views the News*, with Erwin D. Canham, editor, on about 100 ABC stations, according to H. Phelps Gates, circulation manager.

The Christian Science Committee on Publication said the transcribed program, *The Healing Ministry of Christian Science*,

(Continued on page 68)

PHILADELPHIA radio and TV stations view fall business prospects with genuine enthusiasm. Consensus is that the general business lag of the past several months is about to be superseded by a very good spurt of buying.

TV prospects are regarded as excellent. It is the prevailing opinion that TV is just coming of age, that it is a baby that can't stop growing. Outlook for local and network spot points to a general increase of business. There is a definite increase in listener interest, which will be whetted all the more by exciting new programs scheduled for the fall. Indications are for a concentration of new programs, with a much better sustained series of programs than anything to date.

Radio-wise, too, indications are of a definite increase in listener interest. Buyers of time were on the short side during the summer but now look forward to a very good fall. Some stations are finding their local spot billings running ahead of last year's. Independent stations in particular are much encouraged by the upward trend in local spot buying. Political election campaigns are expected to add to the coffers of local radio stations, while five of them will get a distinct lift from the Atlantic Refining Co., which is buying time for simultaneous broadcasts of the U. of Pennsylvania football games. Broadcasts of the World Series baseball games, leading football contests and the usual fall holiday campaigns should work to the benefit of radio.

Some Cry Blues

Robert Dome, Philadelphia manager of Forjoe & Co., (station representatives): "The outlook is potentially good. Some agencies are crying the blues and have been scared off by the hidden costs of television. The large percentage of people who will advertise will be very careful and try to get as much as possible for the dollar spent. Manufacturers are looking for merchandising ideas and in the past two months have been changing advertising agencies because they felt the other agencies hadn't given them merchandising plans.

"We are hopeful of a big spot campaign this fall. Business is always better in the fall, but we don't expect too great an upturn. Most stations are going in for merchandising programs as well as products. We represent independent stations and feature shows are things we try to sell. Little stations have enhanced their position greatly by slanting their programs to the listening habits of their particular people and locale."

Ruth Butche, manager of Continental Radio Sales (station representatives), Philadelphia: "Trend in the last three months has revealed a wide gap in the network

(Continued on page 70)

Network Clients for October 1949

With Comparison Against Placements in October 1948

Sponsor	Program	Gross Time Charges October 1948	Network & No. Stations 1948	Network & No. Stations 1949	Hours per Week 1948	Hours per Week 1949
Adam Hat Stores	Drew Pearson	—	—	ABC-265	—	¾
Allis-Chalmers	Nat'l Farm & Home Hour	$41,063	NBC-164	NBC-164	½	½
American Bakeries	Lone Ranger	—	—	ABC-35	—	1½
American Cigarette & Cigar Co.	Big Story	$65,676	NBC-163	NBC-163	½	½
American Meat Institute	Fred Waring	$65,464	NBC-162	—	1	—
American Oil Co.	Carnegie Hall	$37,149	ABC-106	ABC-108	½	½
American Tobacco Co.	Hit Parade	$64,836	NBC-163	NBC-164	½	½**
American Tobacco Co.	Leave it to Joan	—	—	CBS-173	—	½
American Tobacco Co.	Jack Benny	$79,160	NBC-163	CBS-176	½	½
American Tobacco Co.	Light Up Time	—	—	NBC-163	—	1¼
America's Future Inc.	Sam Pettengill	$7,551	ABC-250	—	¼	—*
Animal Foundation	News	—	—	CBS-62	—	5 min.
Armour & Co.	Hint Hunt	$144,988	CBS-158	—	2 hrs. 5 min.	—
Armour & Co.	Stars Over Hollywood	$15,341	CBS-32	CBS-167	½	½
Armstrong Cork Co.	Theatre of Today	$42,047	CBS-164	CBS-166	½	½
Assn. of American Railroads	Railroad Hour	$91,520	ABC-254	NBC-164	¾	½
B. T. Babbitt Inc.	David Harum	$69,485	CBS-55	CBS-55	1¼	1¼
B. T. Babbitt Inc.	Lora Lawton	$95,037	NBC-98	NBC-135	1¼	1¼
Ballard & Ballard	Renfro Valley Folks	$6,485	CBS-29	—	½	—
Bayuk Cigars	Inside of Sports	$107,360	MBS-101	—	1¼	—
Paul F. Beich Co.	Whiz Quiz	$30,504	ABC-43	—	½	—
Bell Telephone System	Telephone Hour	$48,231	NBC-152	NBC-153	½	½**
Blatz Brewing Co.	Duffy's Tavern	—	—	NBC-160	—	½
Block Drug Co.	Burns & Allen	—	—	CBS-147	—	½
Borden Co.	Your Song & Mine	$67,170	CBS-164	—	½	—
Borden Co.	County Fair	$41,967	CBS-163	CBS-166	½	½
Bristol Myers	Break the Bank	$74,355	ABC-196	NBC-160	½	½
Bristol Myers	Mr. D. A.	$40,374	NBC-160	NBC-160	½	½**
Bristol Myers	Duffy's Tavern	$40,374	NBC-160	—	½	—**
Brotherhood of Railroad Trainmen	Dorothy Fuldheim	$19,665	ABC-121	—	¼	—
Brown Shoe Co.	Ed McConnell	$40,885	NBC-161	NBC-161	½	½
Brown & Williamson	People Are Funny	$65,556	NBC-162	NBC-163	½	½
Bruner-Ritter Inc.	Chance of a Lifetime	—	—	ABC-187	—	½
Campana Sales Co.	First Nighter	$30,663	CBS-62	CBS-60	½	½**
Campana Sales Co.	Solitaire Time	$9,660	NBC-19	NBC-19	¼	¼
Campbell Soup Co.	Club 15	$171,675	CBS-153	CBS-153	1¼	1¼
Campbell Soup Co.	Edward R. Murrow	$158,333	CBS-152	CBS-153	1¼	1¼
Campbell Soup Co.	Double or Nothing	$155,705	NBC-130	NBC-131	2½	2½
Carnation Co.	Contented Program	$68,064	NBC-156	CBS-173	½	½
Carter Products	Sing It Again	—	—	CBS-173	—	¼
Carter Products	Gabriel Heatter	$66,284	MBS-325	—	½	—
Carter Products	Jimmy Fidler	$35,460	MBS-210	—	¼	—
Carter Products	Jimmy Fidler	$34,300	ABC-79	ABC-	¼	¼
Champion Spark Plug Co.	Roll Call	$15,699	ABC-226	ABC-238	5 min.	5 min.**
Chesebrough Mfg Co.	Dr. Christian	$64,503	CBS-157	CBS-157	½	½

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Fall Business Round

XUM

'On-Your-Toes' Advice In Texas Circles MID & SOUTHWEST Chicago Sees Rapid Rise

OPTIMISM, as well as autumn, is definitely in the air in the Southwest so far as radio business is concerned, with here and there a slight trace of that got-to-be-on-your-toes-now feeling.

Clyde W. Rembert, managing director of KRLD Dallas, and NAB District 13 director, said business "looks great. We're practically sold out already. We've already got the orders."

Other station executives struck a similar note. "We think the outlook is exceptionally good," said George Cranston, manager of WBAP Fort Worth. "We're quite optimistic." Martin Campbell, manager of WFAA Dallas, said, "We're very encouraged. Our regional advertisers who contribute a considerable part of the volume of our business are continuing or expanding their advertising schedules. We have several excellent program sales in prospect."

Privately, at least, some station people must be sounding pessimistic in their conversation, even if the facts don't warrant it.

Witness this observation from Monty Mann, vice president of the Dallas office of Glenn Advertising, president of the Southwest Assn. of Advertising Agencies and Southwest chairman of 4-As:

Bad Business Talk

"There are few more choice availabilities nowadays than we had at this time last year, but the station boys are crying and talking bad business conditions and all that kind of thing, which wouldn't tally up very well.

"They're all out beating the bushes for business, but when you get right down to brass tacks, they haven't much to sell. Maybe they just feel like singing the blues.

"We were interested in buying something for some clients but have had a hard time finding anything worth buying. It doesn't look like business is as bad as some say it is."

Mr. Mann cited the fact that one of his agency's larger clients is increasing its purchase of time considerably in a number of individual markets. A sampling of advertisers indicated a sustained scheduling, and in some cases a marked increase, planned in radio.

R. B. Moreland, vice-president of Grant Advertising, Dallas, and consultant on radio and television, found a strong radio picture among his accounts. "Skillern's 31-drugstore chain in Dallas, Fort Worth, Arlington, Grand Prairie and Corsicana, Tex., is continuing its heavy scheduling, with an effort to strengthen its shows," Mr. Moreland pointed out. "Conro Mfg. Co. is using radio on a sharply upward curve, buying time on the 131-station Liberty Broadcasting Network to sell work and play clothes. Bluebonnet Beer, a regional advertiser, has increased its budget. It's a very favorable prospect." Mr. Moreland noted increased interest in television.

Southwesterners Voice Views . . . .

Mr. Cranston Mr. Campbell Mr. Melville Mr. Dunavan Mr. Rembert

One noteworthy case of an advertiser betting heavily on radio in the months ahead is that of Airmaid Hosiery Mills, Dallas, which has about doubled its budget over last year. Airmaid is using 12 stations in Southwest, Southern and one West Coast (Los Angeles) market for a Sunday morning show.

Lillian Clark, advertising manager of Airmaid, which sells stockings through drugstores, said, "We're doing a fence-mending job in our sales picture as well as stronger forward-looking selling. We're trying to reach our market in the most economical way. We think radio does a more efficient job."

Apart from point-of-sale, Airmaid's budget is going almost entirely into radio this season.

Continental Bus System, Dallas, a newly created organization said to be the largest independent bus line in the country, while never a heavy user of radio, plans sustained use of the medium, but points to a noticeable increased use by its West Coast subsidiary, Continental-Santa Fe.

"Out there," said George Lannan, of Lannan & Sanders, Dallas, the agency, "they're using less newspaper and more radio, 15-minute platter shows, etc., in Oakland, Los Angeles and other markets, and evidently getting results."

Viewing the Southwestern scene cautiously, as a newcomer from another region, H. H. (Pat) Dunavan, formerly with the Arrowhead Network, Duluth, and now general manager of the 16-station Lone Star Chain, commented:

"While I haven't been in Texas too long, it seems to me that business down here is perhaps off just a little bit dollarwise. Just a reflection of the overall tightening of the economic picture, but not a recession, or alarming.

"Radio is going to have to get to work and sell. We're out of the lush days, and it's finally hitting the Southwest."

Station representatives detected favorable indications. Clyde Melville, manager of the Dallas office

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Midwest Opinions on Fall Business . . .

Mr. Bloomquist Mr. Norton Mr. Davis Mr. Crites Mr. Atlass

Mr. Rambeau Mr. Blair Mr. Falknor Mr. Showerman Mr. Harre

CHICAGO radio and television advertisers, who have been pursuing a strategy of delayed action, are expected to do a fast about-face in the next two weeks. After a summer of cautious watching and waiting, clients are readying a barrage of AM and TV business which will equal or better that of last year.

Although a lot of time orders have been placed since the slump in June and July, Chicago agency timebuyers waited expectantly last week for go-aheads on schedules and campaigns which have long been "in the works." They—and other business executives queried by BROADCASTING—believe billings will soar after a three-month hiatus because: Personal income is still high and steady; consumer demands stockpiled during the war remain unsatisfied; stock market quotations are climbing; competition is developing in a buyers' market, and Congressional elections are coming up next year.

Manufacturers are developing campaigns to encourage re-orders from retailers whose stocks, in many cases, are reported at a minimum for healthy business. Other Chicago firms that have never bought time have decided to set aside money for radio after getting consumer response from plugs on giveaways. New money will come in also when networks open evening time to spot users, much of which has been unavailable for a decade except to time-franchise holders.

Incentive for Spot

Loosening of evening network periods appears to be a major incentive for spot buying, which Chicago observers predict will hit a new high this fall. Spot billings are expected to soar above dollars spent on other phases of broadcasting because clients are looking for the greatest return on the dollar. AM spot enthusiasts point out that selective coverage eliminates high talent and program fees as well as wasted fringe reception. The national spot swing, described as being toward major markets and one station in each market, will be hypoed also by increased popularity of dealer and distributor cooperatives.

Clients interviewed agree that radio is still a good buy when sales results are analyzed. Recognizing video's gradual but steady growth, manufacturers are waiting for proof that it is a basic rather than a supplemental medium. Some sponsors and would-bes, with executives of agencies, stations and representative firms, consider television too costly for the coverage it offers.

National firms interested in coast-to-coast penetration are nevertheless encouraged by reduction in TV receiver prices, the growing circulation and the quality of program fare scheduled for fall. TV sponsors seem to be using the medium to gain experience, to reserve

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West Coast

Bay Area Sees '48 Exceeded

FALL business prospects for radio and television in this Bay Area should make 1949 an even better year than the peak year of 1948.

Just how rosy the fall picture looks depends to a great extent on to whom you're talking. But a survey by BROADCASTING found the attitude of industry people generally one of undiluted optimism.

The most activity is seen in national spot. However, several new radio and TV users have come on the local scene with substantial accounts and some past radio users, dormant for years, are re-entering the field. Almost all of the larger, long-established radio users are maintaining radio budgets equal to last year's and some of them are increasing their budgets.

The extra radio money is coming from a number of sources. Some industry leaders feel advertisers are cutting back on national advertising, such as magazines, and devoting more of their budget to regional advertising, of which radio is getting the largest share. Others feel advertisers are increasing their overall advertising budget and no other medium is suffering as a result of the increased radio spending.

Most industry people agree that television in San Francisco is not cutting into radio revenue. Television here is drawing on new advertisers or on new money by old radio advertisers.

In one respect television may have helped the fall radio business outlook. Some advertisers who have never used radio but confined their ads to the visual media—newspapers, billboards, magazines—have gone into television where their sales message has been supplemented by audio and are now considering radio more favorably than ever before.

Causes for Increase

There are several possible explanations for increased advertising budgets. The price question has kept inventories low during most of the year. Now, with prices leveling off and steadying, most advertisers are bringing in new stock that they want to tell the public about. Also there still is the uneasy feeling among most businessmen here that business generally is slowing down and needs a shot in the arm of some kind. Advertising will help.

But most important of all, probably, is the change from a buyers' to a sellers' market. To move goods you have to sell. And advertising is selling. That's the opinion of most people surveyed by BROADCASTING.

Whatever the reason, the happy fact remains: Money is being spent.

Standard Oil of California, the oldest continuous radio user on the West Coast and one of the largest in San Francisco, has expanded its fall usage considerably.

Standard School Broadcast, scheduled to return to the air next month, will be carried this year by a third more stations than in the past. In addition to the 23 NBC outlets usually airing the program, Standard has placed it with 12 other stations on a spot basis outside of the NBC network in the seven Western States. Some of the stations are unaffiliated, some affiliated with other networks and one or two are school system stations.

The weekly *Standard Hour* broadcast has been placed on KASH Eugene, Ore., in addition to the NBC network usually used. The oil company is maintaining its regular schedule with *Let George Do It* on NBC and its daily news broadcasts over four Alaskan stations.

Safeway Stores, once active in radio but out of the field for three years, has returned with a substantial radio schedule plus a series of TV spots in western regional markets. J. Walter Thompson, agency for Safeway, reports that in this case TV money is coming from the company's radio budget.

Examples of two new radio users are the *San Francisco Chronicle* and the *Call-Bulletin*. The *Chronicle*, handled also by J. Walter Thompson, is conducting one of the most extensive radio campaigns the agency has ever

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Californians Voice Views . . . .

Mr. Ingram Mr. Berend Mr. Buckalew Mr. Laws Mr. Rhylick

Mr. Lasky Mr. Elwood Mr. Cottington Mr. Welsh Mr. McCreery

• • •

L.A. Reports Definite Upturn

WEST COAST radio advertising picture begins to take on a brighter hue as general western business conditions manifest a definite upturn with the approach of fall.

This is predicated on Chamber of Commerce report that more than $72 million was invested in manufacturing facilities during the first half of 1949 in Los Angeles alone, plus the more tempered opinions gathered from key executives of advertising agencies, networks, stations and station representatives.

They all are in agreement that the level of business throughout the remainder of 1949 and early 1950 should be generally satisfactory in comparison with any year other than 1948. (Last six months of 1948 represents a reported alltime high for a six-month period in Los Angeles radio.)

Factors contributing to stability despite the change from a seller's to a buyer's market are the backlog of need for goods, well distributed buying power and government aid in keeping the economy on its feet.

Agency and advertiser executives declare that business must increase advertising, push sales, shave costs of producing and distributing, price realistically; merchandise with originality and try to serve customers better than in the past.

Sales and advertising prospects for the immediate future are far brighter than anyone would have dared predict in the shaky days of late spring and early summer. Individual manufacturers see fall business introducing an upswing that will carry well into the new year. Some predict a 15 to 20% rise for 1950 over 1949. Behind their sales drives will be record advertising budgets covering all media. And a goodly portion is earmarked for radio, with television in some instances getting a slice.

Survey today shows that a majority of last season's advertisers will be back on the air come fall and early winter. With them will be old-line advertisers who have been out of radio over a period of years.

California Packing Corp. (De Monte), out of regional network radio for about 12 years, on Aug. 7 started the weekly 30-minute *Rocky Jordan* on 6 CBS California stations; Petri Wine Co., after an absence of 2½ years, Sept. 2 starts *Adventures of Sherlock Holmes* on ABC; Hunt Foods Inc. (canned food products), out of regional network radio 2½ years, is considering a return to the medium "if the right kind of a transcontinental show can be found." Another major food distributor whose name cannot be disclosed at this time and formerly a heavy user of regional network time, returns to use of radio this month.

Many new advertisers will b

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GENERAL BUSINESS INDICATORS

	1948		1949	
	AUG 14	AUG 21	AUG 13	AUG 20
ALL COMMODITIES 1926 EQUAL 100	169 6	169 9	152 7	151 9
DEPARTMENT STORE SALES 1935-39 EQUAL 100	258	271	217	
CURRENCY IN CIRCULATION MIL OF DOL	27 982	27 987	27 423	27 394
STOCK PRICES 416 STOCKS	125 3	127 0	122 9	123 3
FREIGHT CARLOADINGS THOUS OF CARS	891	901	728	

Fall Business Round

XUM

Northwest & Canada

Tempered Optimism In Seattle

'Status Quo' Bodes Well For Dominion

FOR Seattle and the Puget Sound area of the Pacific Northwest, the attitude of advertisers, agencies, stations and representatives is one of tempered optimism. Because the business picture has been slow in recent months, key figures are reluctant to make lavish prognostications. The consensus, however, indicates that the situation this fall and winter will be as good as last year, if not somewhat better.

The keynote of most comment was sounded by Trevor Evans, radio director for Pacific National Advertising Agency, who told BROADCASTING:

"It appears at this juncture that most of our clients are approaching the season with 'careful optimism': 'care' to avoid over-expenditures or unwise commitments . . . 'optimism' expressed by aggressive drive for increased sales. Much of this aggressive promotion combines the use of radio with other media."

Fisher Flouring Mills, a major PNAA account, is planning extensive *Fun With Flour Time* promotion on KOMO for Fisher's Blend Flour. The campaign, built around a new baking book, will be supported with trade advertising, point-of-sale displays, a consumer contest and a dealer contest.

Fall business in Seattle will be appreciably better than in the past three or four months, in the judgment of Loren Stone, general manager of KIRO. A slowing down of buying enthusiasm, he believes, will mean the need for more advertising to sell goods and services. A harder-selling job is needed to overcome "buying inertia."

TV's Impact

Television represents a new element in the Seattle picture since last fall, inasmuch as KRSC-TV (now KING-TV) introduced the first video images in the State of Washington last November. KING expects to add six hours to its present weekly TV schedule of 24 hours, by mid-October. Hugh M. Feltis, stations manager for KING (AM-FM-TV) indicated that he expects the same "terrific spurt" in Seattle television as occurred in the East two years ago.

Major news from Seattle agencies regarding television plans came from John P. Heverly, account executive in the Seattle office of Botsford, Constantine & Gardner. He disclosed preparation of one-minute television spots for Bendiksen's Crabapple-Smoked Oysters in San Francisco, Los Angeles and Chicago, to be used during November and December of this year. Budget for the placement will be a little under $10,000, Mr. Heverly reported. The account is new to radio.

"Generally speaking," Mr. Heverly added, "the business outlook for fall 1949 as far as our clients are concerned is about equal to last year. The portion of our expenditures going into radio will be up about 5% over last year."

Twelve clients of Mac Wilkins, Cole & Weber, Seattle and Portland advertising agency, are devoting a major portion of their fall and winter budgets to radio time, according to William H. Sandiford, director of radio. He reported that a typical client is increasing his radio budget 35%, and another, who has done no advertising for the past six months, is planning an exclusive radio campaign. As reason for this type of development, Mr. Sandiford cited the fact that consumers are becoming more and more exacting and are carefully examining competitive products, so that advertisers are finding it necessary to strengthen their sales story with stepped-up advertising in all media, including radio.

"The buyers' market spreads from consumer to client," he observed. "Perhaps it could be called a shoppers' market. Now that the consumer is shopping around for better values, our clients must be more and more exacting. Every dollar spent on advertising must bring results.

"What seems to be happening is a return to normalcy. Just any advertising won't do. Advertisers are carefully watching the effect of their campaigns on dollar volume. There's no room for advertising white elephants in a buyers' market."

Saying "I've been an optimist since the first of the year," Joe Maguire, president of Strang & Prosser Adv. Agency, forecast a generally favorable situation. "Clients who pulled in their horns last year," he noted, "are beginning to see that that's not the way to sell."

Specifically, Mr. Maguire indicated that the Puget Sound Power & Light Company and other Northwest public utility firms anticipate a shortage of power this fall, and will again depend heavily on radio to urge conservation, "because we were so successful last year with spot radio" [BROADCASTING, Jan. 24, March 7].

A cautious expansion of present radio budgets is anticipated for the coming year by Advertising Counselors, Inc., Noel Schram reports.

"Although no major changes in allocations have been planned," he said, "our approach to 'results' through radio advertising has changed radically. No longer do we expect to produce results with institutional type copy. More and more, content is becoming just as important as the Hooperating."

Radio campaigns projected for next year by Advertising Counselors call for little or no "live" copy, Mr. Schram indicated, adding that transcribed campaigns with either music, sound effects or drama are now in preparation to insure the attention of the listening audience, followed by "a persuasive presentation of selling copy."

Spot Improves

Spot business is going to improve, in the opinion of Jim McLaughlin, manager of the Seattle office of John Keating Co., radio station representative with 41 stations in Oregon, Washington and Idaho. He forecast that national and regional spot placements out of the Northwest will be better for the next year, and added that from every indication, more accounts are becoming active.

Keene & Keene, Seattle agency handling both regional and retail accounts, reports budget increases averaging 10% to 15% in both fields. Friedman's Surplus Center, for example, recently added five spots a day over KXA Seattle to their consistent newspaper schedule. Another Keene & Keene account, Thompson's Freeze chain of drive-ins is using transcribed on-the-spots to build against the losing winter months; and Montana Trading Post, out-of-state retail chain, is planning sharp increases for the fall trading season.

Network-affiliated stations serving Seattle are slow to predict the

(Continued on page 64)

Fall Forecasts Voiced in Seattle . . . .

Mr. Sandiford Mr. Morton Mr. Evans Mr. Baker Mr. Feltis

* * *

CANADIAN broadcasting business, not yet beset with TV worries, appears to go into the fall and winter season with little or no change from last year's and the spring season's overall business.

Advertising agencies, advertisers and station representatives interviewed in Toronto seem to agree that there is little change in business, some programs have been dropped, others have taken their place, some network advertisers have switched in part to selective or spot business, some have changed from Dominion to Trans-Canada network or vice-versa, and there is no particular new trend in programming. Overall Canadian radio billings are estimated to total $13,000,000 for 1949.

This consensus of a now-considered normal business differs somewhat from earlier expectations. In some quarters there had been a drop expected, due to talk of a recession in the United States. Economic developments south of the border as a rule follow in Canada by three to six months, but judging by bookings on national and local business for the fall season, the short-lived recession in the United States is not showing any signs of having entered the radio field.

It can be expected that the Dominion's radio business picture, accordingly, will follow the same pattern as the States and hold its own during the fall and winter months that are ahead.

Law of Demand Prevails

Canadian demand for many lines of merchandise have not yet been fully met, especially in the durable goods field. There is still a shortage of automobiles, refrigerators, some electrical appliances, homes and some household articles.

Despite the shortages in automobiles, for example, only Ford is using radio this fall, with a Canadian-produced *Ford Theatre* one hour Dominion network show, and a French version for the French network. There will be no network show from the Ford Dealers to replace the *Fred Allen Show*.

There have been a few network shows dropped, including RCA Victor, and Imperial Tobacco (which has bought a renewal of the *Guy Lombardo* transcribed show, and a show for rural markets). A number of United States shows which were piped into Canada, such as *Fred Allen* and *Ozzie & Harriett* (International Silver) have been discontinued in Canada as well as in the United States, and other American network shows off the air for some time as Charlie McCarthy (Coca Cola) will be piped into Canada again this fall. There is little change in daytime network radio on the Trans-Canada network, and no additions to Dominion network daytime business, so that Dominion network is not likely to be this year a full-

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Fall Business Roundup

GIVEAWAY RELIEF

ABC, CBS, NBC File Similar Suits

A FEDERAL court test of the legality of the FCC's anti-giveaway ruling was begun by three networks last week in New York.

ABC, CBS and NBC filed injunction proceedings in the U. S. District Court, southern district of New York, to prohibit the commission from enforcing its rules.

Although the networks filed suit independently, as had been expected [BROADCASTING, Aug. 29], all sought relief on similar grounds. They alleged that the FCC did not have the authority to apply rules interpreting Sec. 1304 of the U. S. Criminal Code (the anti-lottery section) and further that the FCC's rules did not properly interpret the lottery provisions of the code.

Ask Special Court

The suits asked that a specially constituted court of three judges be convened "as soon as practicable" to hear the issue. Each of the networks sought a temporary injunction restraining the commission from applying its rules Oct. 1 and, after final court hearing, a permanent injunction.

Although differing in some detail in language, the suits made common points.

All the networks admitted that some programs they now broadcast appeared to be in violation of the FCC's rules although not, in the opinion of the networks, illegal by the standards of the Criminal Code if properly interpreted.

All made the point that the threatened enforcement of the FCC rules would "immediately, adversely and irreparably affect the business of plaintiff."

The three networks asserted that if the rules were applied the broadcasters would be unable to perform existing contracts with sponsors, and certainly would be prevented from entering new contracts for giveaway shows.

The ABC complaint, first to be filed, serves to outline points made by those of CBS and NBC as well, although all the actions differed somewhat in construction.

If the FCC were allowed to invoke its rules, the ABC complaint read, "plaintiff's revenues from the sale of time on its own and affiliated stations will be substantially reduced. Programs developed by it and furnished to its affiliates will be destroyed.

"Plaintiff's property rights and the good will of the public, other broadcasting stations and advertisers for plaintiff will be substantially, adversely and irreparably affected.

"Stations affiliated with plaintiff have, since the date of the Commission's order, advised plaintiff that they will refuse to broadcast certain of plaintiff's programs after Oct. 1, 1949, unless the Commission's order be set aside or its enforcement be enjoined or stayed pending determination by a court of the validity of the rules adopted by such order."

The ABC suit alleged that the FCC had no jurisdiction to apply rules which interpreted Sec. 1304 of the Criminal Code, which imposed or threatened to impose sanctions or penalities for unadjudicated violations of Sec. 1304, or which imposed sanctions "Beyond those expressly provided by Congress for violations of Sec. 1304."

Further, it was charged, the FCC was without authority to invoke rules denying station licenses on the basis of violations, adjudicated or otherwise, of Sec. 1304 or on the basis of violations of the Commission's interpretation of Sec. 1304.

ABC characterized the rules as "arbitrary, capricious and an abuse of discretion." They were described as "contrary to the First Amendment to the Constitution."

The rules would deprive broadcasters of property without due process of law in violation of the Fifth Amendment, it was further charged.

"Under the guise of interpreting a statute enacted by Congress the Commission has usurped the power of Congress to determine what may and what may not be broadcast by means of radio communication and what sanctions and other penalties shall be imposed for violation of a statute," ABC alleged.

All the suits referred to earlier actions of the FCC in first announcing proposed anti-giveaway rules Aug. 5, 1948 when the Com-

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Drawn for BROADCASTING by Sid Hix

"Now that lotteries are settled, heads it's Clears, tails it's Regionals!"

COY STAYS

Hennock Visits Truman Too

WAYNE COY will remain as chairman of the FCC for the foreseeable future, it was learned authoritatively last week.

This became known following Mr. Coy's conference with President Truman last Wednesday, at which time he reported on two-month sojourn in Europe as chairman of American delegations in Paris and London on telecommunications matters. It sets at rest widespread reports that he would return to private business—probably as the paid executive head of the Television Broadcasters Assn.

Mr. Coy's visit to the White House was followed Thursday by a call on the President from Comr. Frieda B. Hennock. It is understood that Mr. Coy advised the Chief Executive he would return to his FCC post as soon as he completed his report on the European conferences. He returned from Europe on Aug. 19, but has remained on leave and has not participated in FCC activities. It is expected he will resume the chairmanship later this month—probably about Sept. 12 or 19.

Considered Resigning

It is known that Mr. Coy has considered resigning because of the low FCC pay—$10,000 per year. Assurances that the House approved bill (H. R.-1689) which would increase commissioners' pay to $16,000 and the chairman's stipend to $18,000 will also pass the Senate, is believed to have motivated Mr. Coy's decision to remain in government, at least until his term expires in June, 1951.

Mr. Coy's decision to remain in government, it is believed, also was premised upon his avid interest in television. He is desirous of having the FCC develop a national policy on TV including color.

Moreover, Mr. Coy's mission to Europe brought to him the realization that there are important matters in international communications which should be resolved and it is expected that he will devote more time to these pursuits.

Development of the television industry should not be hampered by overemphasis on color, FCC Commissioner Hennock said after her noon call on President Truman. Miss Hennock made it plain that she was speaking merely for herself, and gave no indication of what topics she discussed with the President.

Color is just one phase of television's growth, though an important phase, she said in response to reporters' questions.

Like Chairman Coy, Miss Hennock was mum about the visit except to say that she had talked about her work. Answering a question, she said a New York judgeship had not been discussed.

Chairman Coy said simply that he reported on the recent international telephone-telegraph conferences. He would not answer questions about the FCC's lottery decision, explaining he had not taken part in the action.

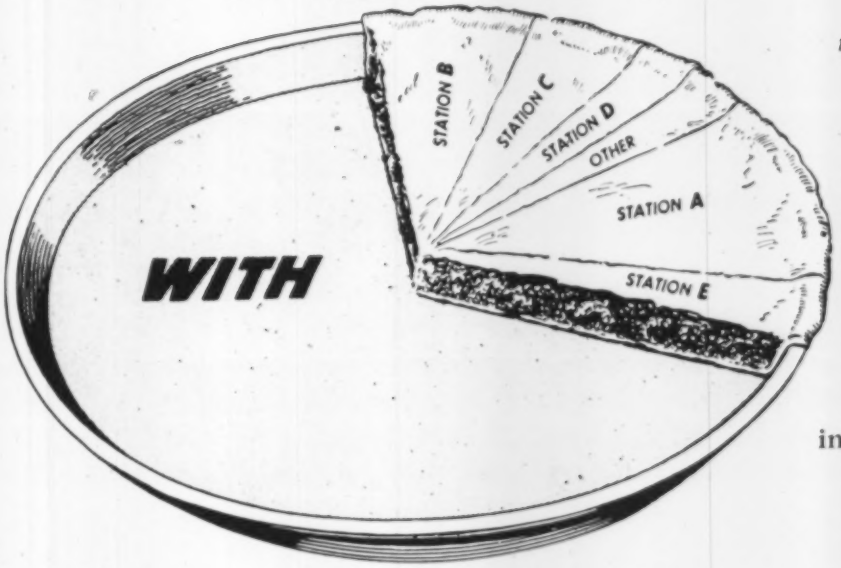
Miss Hennock said that with only 70-odd TV stations on the air, the commission should encourage development of a nationwide service for the public. "If the evidence shows both black-and-white and color service can be provided, I'm for giving the public the latest," she said.

Must Develop Stations

"But we must develop hundreds and hundreds of stations. If they show us color that's compatible, let's have color. First we must have evidence. RCA has not yet demonstrated its system.

"Most of all we must encourage the development of hundreds of television stations and not go off on tangents. If the housewife is worried about color, she will not buy any set. She won't even have black-and-white in the home. We must keep TV going. Color is just an incident in TV's development, although an important incident. Perhaps it will parallel the growth of color in the motion picture industry. But most of all we all want to help develop television."

Another reason why WITH is the best buy in Baltimore!



TAVERNS—This chart shows the percentage of radios playing in taverns tuned to each Baltimore Station. 67.3% were tuned to W-I-T-H.

The Johns Hopkins University in Baltimore recently made a survey* of radio listening habits in grocery stores, drug stores, taverns, barber shops, and beauty parlors. The results are especially interesting because none of the standard measuring organizations take this big audience into account.

This Hopkins survey shows that in taverns for instance, *of all radios playing, 67.3% were tuned to W-I-T-H.* Our nearest competitor was tuned in on only 12.3% of the total.

The survey is chock-full of compelling facts about this big plus audience that W-I-T-H delivers in Baltimore. It contains many more reasons why W-I-T-H is your *best buy in Baltimore.* If you haven't already received a copy of this survey, we'll be happy to send you one.

*"A Questionnaire Survey of Radio Listening Audiences in Commercial Establishments in Baltimore City," prepared as a Senior Research Report, under the supervision of the Dean and Faculty Members of the School of Business, Johns Hopkins University.

WITH

BALTIMORE, MD.

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

NAM MULLS RADIO

Paid Campaign Considered

By J. FRANK BEATTY

PROSPECT that National Assn. of Manufacturers may go into radio on a paid basis developed last week following appearance of a paid spotlight ad in newspapers on behalf of NAM's *It's Your Business*, a sustaining series carried by about 175 ABC stations.

Suggestion by several sources that the powerful trade association pay for its time was met by official NAM indication that it is seriously considering sponsorship of a program along the lines of the *Railroad Hour*.

Mark Woods, ABC president, whose network has donated a weekly half-hour to the NAM, U. S. Chamber of Commerce, CIO and AFL, called for paid sponsorship of network radio by NAM in a letter to Ray D. Williams, manager of WJHL Johnson City, Tenn.

Stirred Up Controversy

Mr. Williams' protest about NAM spotlight space stirred up the whole controversy, in which NAB's Broadcast Advertising Bureau joined.

Writing to Mr. Williams, President Woods said:

"Let me say that I agree with you completely, and we have approached the NAM on several occasions indicating to them that we think it is time that they went on a commercial basis in network radio. We believe we are beginning to make some progress."

Maurice B. Mitchell, director of BAB, told BROADCASTING he had protested NAM's failure to buy its network time after receiving complaints from a number of stations charging that NAM was "chiseling." Mr. Mitchell said BAB objected to the use of free radio time by NAM when it should be using radio on a paid basis, especially in view of the fact that the association had paid for its spotlight advertising.

G. W. (Johnny) Johnstone, NAM's director of radio and television, said the Aug. 23 insertion of small paid newspaper advertisements "was the first time the NAM had occasion to do this." He described it as a 2-inch 56-line tune-in ad and added that Benton & Bowles, NAM's agency had been instructed to run the ad in all cities where ABC affiliates were located and to be sure that newspapers having ABC station affiliations carrying the broadcast were included in the schedule.

Chain of Letters

This set in motion a chain of correspondence in which NAM and Benton & Bowles apparently misconstrued the original protest by Mr. Williams.

Writing Aug. 23 to George Kern, of Benton & Bowles, Mr. Williams noted that "our competitor, the *Johnson City Press-Chronicle*, has contacted us relative to a paid advertisement" publicizing the NAM *It's Your Business* carried as an ABC sustainer, Tues., 10:45-11 p.m.

Mr. Williams continued, "It certainly seems incongruous to us to see a competitor of ours carry paid space publicizing a program for which we do not receive revenue. Further, although we have continuously carried the NAM program sustaining we are of the opinion that it is actually a commercial feature and as such should be paid for by the NAM along with the black-and-white paid space used by them from time to time in various publications.

"Should the NAM continue their policy of buying paid space from competitors of the ABC affiliates who carry *It's Your Business* on a sustaining basis, WJHL will be left with no alternative but that of discontinuing the program." Mr. Williams sent copies of this letter to Mr. Woods and the NAM.

Judging by Mr. Kern's reply, the agency and NAM both misunderstood Mr. Williams' letter. Mr. Kern wrote that "through error" the tune-in ad "was not scheduled to run in your paper." He added that the agency had checked the newspaper-radio affiliation list in the BROADCASTING YEARBOOK.

That letter brought a quick retort from Mr. Williams, who asked Mr. Kern to re-read his original Aug. 23 protest.

"There is only one newspaper in Johnson City—the *Press-Chronicle*," Mr. Williams wrote. "We are not in the newspaper business. However, if we were, as manager of WJHL I would still resent the placing of paid newspaper space on behalf of a radio program for which the time is furnished for free. In all fairness, if radio is doing the job for you at no cost for program time, don't you feel that radio could also do a job in promoting the program via spot announcements?"

Closed March 31

NAM closed its advertising last March 31, according to Mr. Johnstone, whose department operates in the Public Relations Division. NAM and the C. of C. alternate in use of the second quarter-hour of the ABC period, set aside by Mr. Woods in 1945 for a labor-management series. NAM had the period the first three months of 1949, C. of C. the second quarter, and now NAM has the time until the end of September.

Mr. Johnstone said NAM's public relations advertising committee, representing 12 member companies, is seriously considering a broadcast somewhat along the lines of the *Railroad Hour*. Recalling Mr. Woods' original invitation to take part in the Tuesday night sustaining series, Mr. Johnstone said NAM is "indebted to ABC for this opportunity to present the views of our association. I feel certain that the other three organizations, if questioned, would say the same thing."

While the NAM-WJHL controversy was stirring, BROADCASTING and BAB were in receipt of large numbers of letters covering per inquiry business projects that have developed with approach of the autumn season.

Branded Unethical

BAB has notified many companies proposing to use radio on this basis that NAB brands such methods as unethical. BAB also reminds that daily newspapers and most magazines long ago banned this type of business.

In one of the new P. I. projects, Advertising Golf Ball Corp., 841 Grand Central Palace, New York 17, is offering stations a golf ball

(Continued on page 62)

NARBA SITDOWN

Mexico May Not Participate

A VIRTUAL BOYCOTT by Mexico last week raised a grave threat over the international conference opening in Montreal next Tuesday—Sept. 13—to negotiate a new North American Regional Broadcasting Agreement (NARBA).

In what was taken as a thinly-veiled move to preserve or improve her present broadcasting position, Mexico made a last-minute bid for postponement of the conference and finally cast preparations into turmoil by announcing she would participate only in token fashion.

Mexico was quoted as saying that instead of negotiating on equal footing with other NARBA powers she might send a political observer to the sessions, or—most surprising of all to U. S. radio authorities—might give her proxy to Cuba. Later reports, however, said she had no intention of designating a proxy.

The non-participation announcement came dramatically during a government-industry conference last Monday at which final U.S. preparations were being made.

U.S. authorities immediately launched a series of conferences to determine their course in the face of this sudden development—whether to push for convening the session as planned, or to seek a "reasonable" postponement in hopes that Mexico would then join the negotiations. They reportedly kept in touch with officials of Canada, the host nation, through which Mexico's decision was relayed.

U.S. authorities for the most part appeared inclined from the first to go ahead with the session. Canada apparently had the same inclination. The final U.S. decision in favor of proceeding with the conference without delay was reached late Thursday and communicated to the Canadian government.

Two Months of Sessions

Estimates of the duration of the conference range around two months.

The U.S. delegation, it was dis-

(Continued on page 70)

To Head U. S. Delegation to NARBA

Mr. HYDE

Mr. WARREN

Survey shows - - -

WCPO-TV

CHANNEL 7

Cincinnati's Favorite Television Station!

The Question: "WHICH IS YOUR FAVORITE TELEVISION STATION?"

The Answer:

WCPO-TV	TV-STATION 'B'	TV-STATION 'C'
56.7%	36.8%	6.5%

The Question: "ALL 3 STATIONS ARE TELEVISING THE FOOTBALL GAME** TONIGHT. WHICH CHANNEL ARE YOU LOOKING AT NOW?"

The Answer:

WCPO-TV	TV-STATION 'B'	TV-STATION 'C'
47.2%	36.3%	16.5%

*Complete data, including affidavit on file at WCPO-TV, Cincinnati, Ohio.

**Night of August 20 1949

Represented by the BRANHAM COMPANY

A Scripps-Howard Radio Station Affiliated with the CINCINNATI POST

P. S.: August PULSE just released also shows WCPO-TV in First Place.

Mr. McCray | Mr. Kopf | Mr. Weaver | Mr. Trammell | Mr. Denny | Mr. Smith | Mr. Hammond

. . . Top NBC Executives Slated to Address Affiliates at White Sulphur Springs

NBC AFFILIATES

Report Readied for W. Va. Meet

NBC executives last week put a final polish on presentations and talks intended to convince affiliated stations, at their convention beginning Sept. 7, that the network has fulfilled promises it made last winter at the height of the inter-network program tug-of-war.

The affiliates will be advised that NBC program, promotion and sales plans projected at a special meeting of stations held in Chicago last February are now in effect and showing good results.

Niles Trammell, NBC president, will open the third annual affiliated convention, Sept. 7-11 at Greenbriar Hotel, White Sulphur Springs, W. Va., with an address outlining the network's general operations and aspirations. Charles R. Denny, executive vice president, will also speak at the opening session.

Although the complete agenda of the meeting had not been set last week, it was known that business sessions would be held Wednesday, Thursday, Friday and Saturday mornings, Sept. 7-10. One of the sessions, probably lasting through an entire morning, will be restricted to affiliates. The others will be joint meetings of network officials and the stations.

Information Scant

Little advance information as to the nature of the scheduled talks by NBC executives was available, but it was known that Harry Kopf, administrative vice president in charge of sales, would deliver a comprehensive report on current and anticipated network business; that Hugh M. Beville Jr., director of research, would present the results of a recent study showing that radio was a more effective advertising medium than any other, except television; that Sylvester L. "Pat" Weaver Jr., vice president in charge of television, would reveal new TV program and operation plans, and that Thomas McCray, National Program Director, would discuss NBC's radio program policy.

It was also understood the network would disclose, during the convention, a new affiliation contract form for TV stations. Details of the new form were not known, but it was said to embrace significant departures from past contracts.

The fall promotion campaign, already announced by the network, will be presented to the convention by Charles Hammond, vice president and assistant to the president, and Fall publicity plans will be outlined by Sydney H. Eiges, vice president in charge of press.

The tentative agenda had set the affiliates meeting for Thursday morning, it was understood, to be followed that afternoon by discussion with network executives. Although no formal provisions for reference to impending reorganization of the network were included in the agenda, it was believed probable the subject would arise during the Thursday afternoon session by affiliates directing the question to NBC executives.

The Wednesday sessions, and a morning meeting Friday were believed to have been tentatively reserved for talks and presentations by the network. Under present plans Friday afternoon would be left free. A business session will probably be held Saturday morning, the convention officially closing Saturday noon with a luncheon.

Following is a list of officials of NBC affiliates expected to attend the convention:

WTIC Hartford, Paul W. Morency; WBZ Boston, Wilmer C. Swartley; WGY Schenectady, Bart Rowan, R. B. Hanna Jr., Roy Willpott Jr.; WSYR Syracuse, J. C. Wilder, E. R. Vadeboncouer; WHAM Rochester, William Fay; WBEN Buffalo, A. H. Kirchofer, Robert Thompson; KDKA Pittsburgh, J. E. Baudino; WBAL Baltimore, J. C. Burke; KYW Philadelphia, J. B. Conley, R. E. White, Walter E. Benoit; WWJ Detroit, W. J. Scripps, Harry Bannister, E. K. Wheeler; WSPD Toledo, George Storer, Lee B. Wailes; WIRE Indianapolis, Daniel C. Park, Wayland Fullington; WLW Cincinnati, William P. Robinson; WLW—T Cincinnati, Marshall N. Terry; WLW-C Columbus, James Leonard; WLW—D Dayton, J. T. Murphy; WAVE Louisville, George Norton, Nathan Lord; WSM Nashville, Harry Stone, J. H. De Witt; WTMJ Milwaukee, Walter Damm, Russ Winnie; KSD St. Louis, George Burbach; WOC Davenport, Ernie Sanders, Ralph Evans, William Wagner; WHO Des Moines, Paul Loyet, W. W. Woods, Harold Fulton, Jack Kerrigan; KSTP St. Paul, Stanley Hubbard; WOW Omaha, Lyle De Moss, M. M. Meyers; WINR Binghamton, C. Allen Bengtson; WENY Elmira, Dale L. Taylor; WERC Erie, B. Walker Sennett, Jacob A. Young, Charles E. Denny; WGKV Charleston, Henry Diefenbach, A. Davis, R. M. Venable; WHIS Bluefield, Pat T. Flanagan, Hugh I. Shott Jr.; WJAC Johnstown, Walter W. Krebs; WFBG Altoona, George C. Gable; WMRF Lewistown, T. W. Metzger, James S. Woods; WTBO Cumberland, Aurelia S. Becker; WMBG Richmond, Wilbur M. Havens, Walter

(Continued on page 88)

NAB FALL SESSIONS

Cincinnati First

By J. FRANK BEATTY

NAB will make its bow to the membership in new and streamlined form when the autumn series of 17 district meetings opens Thursday at the Terrace Plaza Hotel, Cincinnati (full schedule on page 34).

The new NAB emphasis on sales aids and operating costs will be reflected in the two-day programs at the district conventions. Competitive selling and cost efficiency will dominate the meetings, with shirt-sleeve discussions emphasized instead of formal speeches.

Drive for new members, already under way, will feature the entire Sept. 8-Dec. 13 series. The drive is hinged on the effectiveness of the sales and cost discussions. NAB headquarters officials believe large numbers of non-members will be drawn into the association when they see what NAB is doing along these lines.

NAB is making certain they have the opportunity to observe its functions by inviting non-members to attend. In most districts, the district directors are sending invitations to stations not members of NAB. In one or two cases the non-members will be allowed to participate in only a portion of the program.

By-Laws Changes Readied

With approach of the district meetings, NAB is taking steps to bring its by-laws up to date in line with board action at its July meeting in Portsmouth, N. H. [BROADCASTING, July 18]. The board's by-laws committee, headed by Hugh B. Terry, KLZ Denver, has cleared a group of proposed changes which are being sent to the full board for action.

These by-laws changes would eliminate the office of executive vice president, abolished by the board; delete the provision for board meetings during convention week; provide for two television directors and eliminate the A and B station classifications for the two FM directors.

If the board members approve the proposed changes by mail, referendum ballots can go out to the membership by Oct. 1 and be counted by Oct. 20.

Present by-laws provide for one TV director if there are 25 TV station members. Letters sent out during the summer by President Justin Miller and Clair R. McCollough, WGAL Lancaster, Pa., chairman of the board's Structure Committee, brought television membership from six to 29.

All types of members—AM, FM and TV—will be sought during the district meetings. Augmenting the sales and cost sessions will be a general roundup talk by Judge Miller, who will explain just what NAB is doing and what it plans to do now that two new divisions have been installed. Heading the Audio Division is Ralph W. Hardy, KSL Salt Lake City, with G. Emerson Markham, WGY Schenectady, in charge of the Video Division. They will be operating at Washington headquarters this week.

Judge Miller's talk is expected to show non-members just what NAB is doing for the industry. He will be heard the afternoon of

(Continued on page 89)

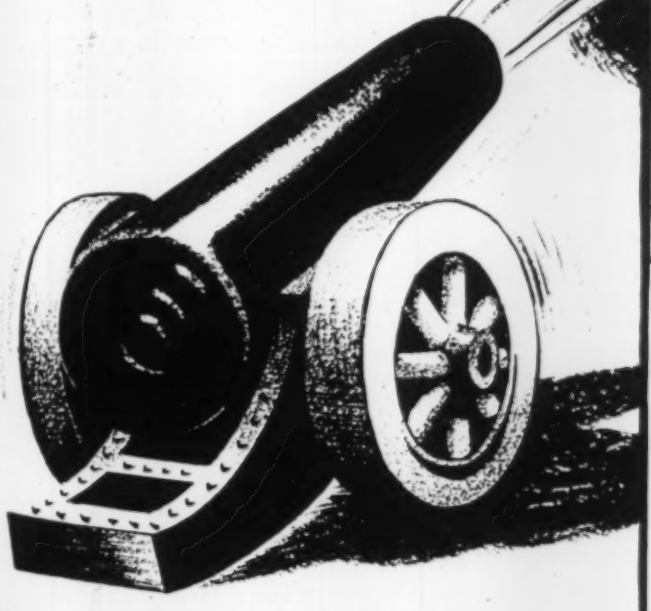
Super Hoopers!

Morning 44.2

Afternoon 42.4

Sunday Afternoon 36.2

Evening 32.2



HOOPER STATION LISTENING INDEX
FORT WAYNE, IND., CITY ZONE • MARCH–APRIL, 1949

	Sets-in-use	WOWO	A	B	C	D	E	F
Weekday Mornings	21.1	44.2	6.3	4.2	19.1	9.4	11.8	3.1
Weekday Afternoons	21.7	42.4	7.0	2.0	21.5	4.8	15.9	5.6
Weekday Evenings	35.9	32.2	6.7	—	31.1	9.7	15.3	4.1
Sunday Afternoons	27.2	36.2	5.3	1.2	20.0	6.2	25.3	4.1

First in all four!

Morning, afternoon, evening, Sunday.. WOWO wins *undisputed first place* in the Fort Wayne city zone. You can sell your product to this growing audience *any time of day*, through WOWO!

And that's only part of the story!

In addition to giving you top-drawer coverage in Fort Wayne, WOWO delivers a dominant signal throughout a *59-county BMB area*.. in the heart of the rich, rewarding Midwest market. Your program on WOWO reaches a territory in which more than 2 million people live. Gross income exceeds $2.6 billion.. and keeps going up! For availabilities and program ideas, check WOWO or Free & Peters.

WOWO

FORT WAYNE

ABC NETWORK AFFILIATE

Westinghouse Radio Stations Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

HURRICANE

Radio Plays Life-Saver Role

RADIO was at its traditional best during this season's initial Florida hurricane, one of history's worst. While expensive, the roaring storm left few deaths in its wake—a testimonial to the public warning system aired over industry's facilities.

Radio stations hardest hit included WJNO West Palm Beach, directly in the line of fire. Its 196 foot tower buckled under 155 mile-an-hour winds and toppled into Lake Worth. Steve Willis of WJNO reported its FM station flattened and the total loss of its 529 foot antenna at a cost of $40,000. Also felled by the storm's fury was WSWN Belle Glade's tower. Winds there reached an intensity of 122 miles-an-hour.

Three Palm Beach County radio stations in the Delray Beach area reported towers down. At Fort Pierce, where millions of gallons of water poured on the city, seven persons at WIRA, including Douglas Silver, president of Indian River Broadcasting Co., and Chief Engineer James Sowinski, were stranded by high water when the emergency antenna collapsed onto the station's roof ripping it open. They were evacuated by National Guardsmen. Up to that time WIRA broadcast storm advisories and emergency messages. Station was on the air for 40 hours straight from 6:30 a.m. Aug. 25 to 10:40 p.m. Aug. 26, returning to the air at 9:30 a.m. Aug. 27 by using a temporary antenna and emergency power. Station reported its 200 foot guyed tower was left standing on its platform 150 feet out in the Indian River although the connecting dock was blown off its pilings. Mr. Silver said the dock would be rebuilt by the end of this month.

Among many stations sounding colors at the hurricane's onslaught was WIOD Miami which covered the big blow in 42 hours of continuous broadcasting. Staffers kept watch by telephone, wrote and broadcast emergency announcements and half-hourly weather reports. Station recorded telephone reports from news announcer Harry Munyan.

Minutes after reception, WIOD broadcast recordings giving first-hand accounts of conditions in those areas feeling the full brunt of the storm. NBC was fed reports twice during the storm and used on the network's *Pro & Con* 10:45 p.m. Aug. 26 and *Voices & Events* 5:30 p.m. Aug. 26.

WGBS Miami, on the air through both nights of the storm, served Puerto Rico residents with Spanish translations of warnings and then the Bahamas as gales veered northward. When local stations in the storm's path lost towers, phones and power, WYCS relayed information from Red Cross disaster relief headquarters, Weather Bureau and highway patrol headquarters.

The station, on the air 56 hours straight, was first to broadcast a report from U. S. Engineers at Lake Okeechobee, scene of the 1928 disaster which snuffed out lives of 1,800 persons, that the dikes around the lake would hold. WGBS fed three networks on storm coverage. Reports were carried on CBS *News of America* 9 a.m. Aug. 25, 26 and 27.

WTMC Ocala was on the air around the clock although power, telephone and telegraph facilities were cut in the area for many hours. Station's double-guyed towers had been re-worked the

(Continued on page 89)

HURRICANE hunters Ken Muller, WDSU-TV New Orleans cameraman (l) and Fred Paul, station's announcer, flew through the heart of the storm recording experiences on film. As passengers of the Navy's Hurricane Search Squadron, Messrs. Muller and Paul took first-hand shots of damage over Tampa, Okeechobee, West Palm Beach and other devastated areas. Shown locally the evening of Aug. 28, films said to be first telecast of Florida disaster.

SCHICK PLAN

Reps to Push Campaign For Radio-TV

STATION REPRESENTATIVES in New York were invited last Thursday afternoon to a special meeting at BBDO wherein they were informed of and asked to assist in the promotion and merchandising campaign being launched to spark the approximately $200,000 spot radio and television schedule of Schick Electric Shaver.

The campaign marks the first use of radio and television for the sponsor [BROADCASTING, Aug. 8] and involves a concentrated 90-day effort starting this month on over 100 radio stations and 14 television stations in 39 markets.

Kent Dennan, BBDO account executive, explained to the representatives that the agency is doing all it can to prove to the sponsor that radio and television can do a selling job on its product and that the end sales results of the current campaign will count heavily in determining future Schick advertising policy.

Each representative was given a sheet of prepared copy for submission to individual stations outlining Schick's merchandising cooperation plan for AM and television as well as for newspapers. The three radio or television stations and the three newspapers doing the best all around job of merchandising for Schick will receive prizes just before Christmas. Top executives at Schick will act as judges. BBDO has prepared an individual folder for each radio and television station and newspaper to serve as a file for every bit of merchandising and promotion evidence.

The merchandising cooperation plan for stations—as described in the Schick instruction sheet—is composed of four parts:

(1) Local tie-in advertising—"The size, impact and frequency of the Schick schedule in your medium," the sheet reads, "provides a ready-made opportunity for the local advertising department to sell tie-in Advertising;" (2) mailing retailers—"We are requesting that you make a mailing to the Schick retailers in your coverage area during September;" (3) personal calls—"We are requesting that at least five calls are made upon key Schick Shaver retailers;" (4) miscellaneous including lobby displays, display windows, taxi signs, etc.

Upcoming

NAB DISTRICT MEETINGS

Sept. 8-9: Dist. 7, Terrace Plaza, Cincinnati.
Sept. 15-16: Dist. 9, The Northernaire, Three Lakes, Wis.
Sept. 19-20: Dist 11, Radisson, Minneapolis.
Sept. 26-27: Dist. 10, Savery, Des Moines.
Sept. 29-30: Dist. 12, Allis, Wichita, Kan.
Oct. 3-4: Dist. 13, Adolphus, Dallas.
Oct. 6-7: Dist. 6, Peabody, Memphis.
Oct. 13-14: Dist. 5, Roosevelt, Jacksonville, Fla.
Oct. 17-18: Dist. 4, Carolina Inn, Pinehurst, N. C.
Oct. 25-26: Dist. 3, Skytop Lodge, Skytop, Pa.
Oct. 27-28: Dist. 2, Berkeley-Cartret, Asbury Park, N. J.
Oct. 31-Nov. 1: Dist. 1, Somerset, Boston.
Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15, Dist. 17, Benson, Portland, Ore.

Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.
Sept. 15-16: Joint board meeting of U.S. Radio Mfrs. Assn. and Canadian Radio Mfrs. Assn., Hotel Greenbrier, White Sulphur Springs, W. Va.
Sept. 16-17: Advertising Federation of America's Southern District, Hotel Heidelberg, Baton Rouge, La.
Sept. 18-20: Advertising Federation of America's Southwest District meeting, Biltmore Hotel, Oklahoma City.
Sept. 26: FCC TV UHF-VHF Allocations Hearing, FCC Hdqrs., Washington.

FCC ACTIONS

GRANTS for two new AM and two new FM outlets were authorized by FCC last week. Grants were proposed for two other AM stations in initial decisions. Twelve stations received transfer grants. Details of these and other FCC actions are carried in FCC Roundup on page 87.

PM SWITCHES

Daytime Plans to ABC

THE entire daytime network radio operations of Philip Morris Ltd., New York, (Philip Morris cigarettes) will switch from MBS to ABC, effective in mid-October.

The company is taking over sponsorship of *Ladies Be Seated* with Johnny Olsen, five times weekly, 3:30-3:55 p.m. [CLOSED CIRCUIT, Aug. 29] and Walter Kiernan's *One Man's Opinion*, five times weekly, 12:25-12:30, both on ABC.

The above programs will replace the current Philip Morris sponsored shows on MBS: *Against The Storm* and *Queen For A Day*.

Cecil & Presbrey, New York, is the agency for Philip Morris's daytime radio.

NBC TEST SHOW

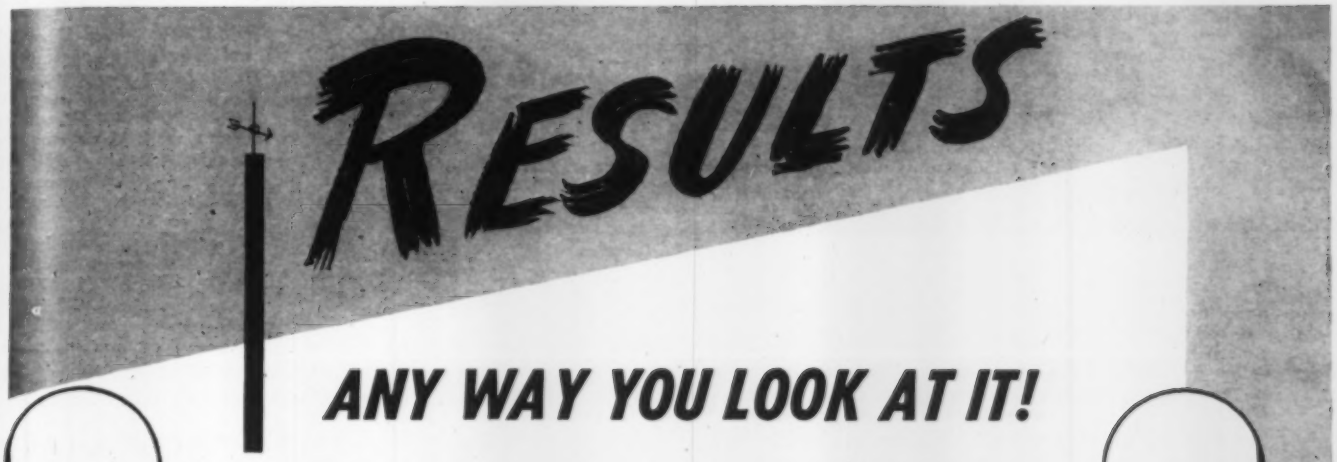
Rotating Sponsorship Base of Experiment

NBC-TV is offering for participating sponsorship a new type of program, called *Saturday Night*, and scheduled for the 8 to 11 p.m. slot weekly.

The program, called experimental by the network, is open to 12 non-competitive advertisers who will buy, not a time period, but rotating participation in the entire three-hour presentation.

Format of the show, while still indefinite, is planned to present the activities of American families on typical Saturday nights out. Name talent is expected to be employed as the program presents bands, theatre groups, stage shows, movie houses, hotel dances, night clubs and other Saturday festivities.

The experiment, announced last week by S. L. Weaver, NBC vice president in charge of television, is designed to make it possible for small-budget advertisers to enter "attraction" television.



ANY WAY YOU LOOK AT IT!

DRUGS Sales

BUILDING MATERIALS Sales

CLOTHING Sales

DRY CLEANING Sales

UTILITIES Sales

APPLIANCES Sales

SALES RESULTS! . . SALES RESULTS!

From a small ordinary Drug Store to the leading **Pharmacy** — That's the story of King's — one of KRNT's biggest and oldest local accounts. They buy Al Couppee's daily Sportscasts; a 10-minute segment of "Gene Emerald Show" (afternoon disc jockey); good spot announcement schedule; weekly "Doctor's Orders" show. . . . **General Electric Supply Corp.** sponsors all Couppee play-by-play broadcasts year-around.

SALES RESULTS! . . SALES RESULTS!

Most successful medium ever used — That's what a **Building Materials** concern said about the Chas. McCuen 8 a. m. Newscast they sponsor 3 days a week. . . . **Department Store** has had Russ Van Dyke 10 p. m. Newscast for 8 years and wouldn't think of giving it up. . . . Business up 36% over week year ago and only advertising done was on KRNT — That's the report of a **Men's Store** sponsoring a Commentator's re-broadcast Sundays.

SALES RESULTS! . . SALES RESULTS!

A **Dry Cleaner** swears by Bill Riley. They've maintained a heavy schedule of his Money Man calls for 13 months . . . even made their own survey and found it corresponded with Hooper. . . . A **Utility** firm sponsoring a Commentary co-op was using it as public relations vehicle until finding it produced excellent direct-selling results.

SALES RESULTS! . . SALES RESULTS!

Sales jumped tremendously since buying a quarter-hour pre-noon strip on KRNT—That's what an **Appliance Store** reports. Extra help required. Rush continues after 13 weeks. Concern also has used first hour of the 6-8 a. m. "Don Bell Show" for over a year to keep sales curve high.

SALES RESULTS! . . SALES RESULTS!

A **Bakery** has sponsored the "Sunday Funnies" (Chuck Miller's hour) for 14 years. . . . A **Packing Company** has presented Saturday amateur talent show for 8 years. . . . A **Supermarket** has had participation in "Betty Wells Show" for 18 months. Betty has produced wonderful results, too, for an **Ice Cream** retailer, a **Dry Cleaner,** an **Appliance Store.**

SALES RESULTS! . . SALES RESULTS!

A **Bank** has obtained excellent results for 10 years from a spot schedule (21 a week) . . . A **Savings & Loan Assn.** is realizing gratifying results from 3 Chas. McCuen Newscasts a week. . . . A KRNT noon Newscast has produced wonderfully for an Automobile dealer for over a year. . . . A **Dairy** is selling effectively with a quarter-hour strip (local show), while two others get desired results from KRNT disc shows.

SALES RESULTS! . . SALES RESULTS!

A 5-minute mystery strip is getting heating contracts. . . . The first hour of the 6-8 a. m. "Don Bell Show" is pulling orders for another **heating contractor.** . . . The half-hour Saturday quiz show of Bill Riley has produced remarkable results for a third heating firm. . . . A late-evening platter show gets great results for an out-of-the-loop firm selling **washers, plumbing,** etc.

SALES RESULTS! . . SALES RESULTS!

Resultful radio advertising through KRNT personalities prompted **Furniture Store** to concentrate more on this selling system. Their spot announcements on "Bill Riley Show" have quickly sold out items of merchandise on several occasions, necessitating immediate copy revisions.

FOOD Sales

BANKING Sales

HEATING Sales

FURNITURE Sales

KRNT
DES MOINES
THE REGISTER AND TRIBUNE STATION

WE COULD GO ON AND ON . . STORY AFTER STORY . . RESULTS! . . RESULTS! . . RESULTS!

What Does It All Boil Down To? Just This: KRNT IS THE STATION WITH THE FABULOUS PERSONALITIES AND THE ASTRONOMICAL HOOPERS. KRNT PERSONALITIES HAVE THE SHOWMANSHIP KNOW-HOW . . . . THE SALESMANSHIP KNOW-HOW . . . . THE COMMAND OF THE AUDIENCE ON THE STATION THAT COMMANDS THE AUDIENCE.

What Does This Mean to You, Mr. Advertiser? YOUR ADVERTISING ON KRNT GETS RESULTS! Ask a Katz Man, or Write Us, for Availabilities.

Spot

(Continued from page 23)

on these stations expire Nov. 11. Meanwhile, dealers are being polled for renewal contracts, and the plans for the post-Nov. 11 period will be announced within six weeks.

Grand Union Food Stores, through French & Preston, have doubled the number of stations used in their spot campaign since last fall. Grand Union this year is using 27 stations, compared to 11 a year ago.

Two companies which last year used no radio are preparing extensive spot campaigns this fall through Nelson Chesman, Chattanooga. They are Capital Nurseries and Tennessee Nurseries, each of which will buy time on 50 to 60 stations in the fall with the probability of expanding to 120 stations next spring.

Oldsmobile Co., through D. P. Brothers Inc., Detroit, will continue to place spots on 149 stations, the same number used last fall.

Metropolitan Life Insurance Co., through Young & Rubicam, used 29 stations last fall, now has scheduled time on 30 stations.

Pilot Brand Oyster Shells, through Cecil & Presbrey, will use 38 stations this fall, an increase of one over its schedule last year. Goodyear Tire & Rubber Co., for its show products, is placing time on 89 stations this year as against 83 last fall, through Compton Advertising.

Paramount Pictures (Buchanan & Co.) which used 36 stations last fall to promote one of its pictures, will use more this fall to promote its new film, "My Friend Irma," although its exact schedule has not been set.

Advertisers reporting they will use about the same spot time this year as last were:

Atlantic Refining Co., through N. W. Ayer & Son, using 111 stations (although perhaps more); Milk Shake Bars, through D'Arcy Advertising, using 24 stations; Hostess Cakes, through Ted Bates, 65 stations; Wonder Bread, through Ted Bates, 117 stations; Oakite, through Calkins & Holden, 16 stations; Unicorn Press, through Leonard Advertising, 119 stations.

Three of the surveyed advertisers have reduced the number of stations they will use in the fall. Black-Draught, Cardui and Zyrone, all handled by Nelson Chesman, Chattanooga, are using a dozen stations each. Last fall each had schedules on 108 stations.

Pertussin, through Erwin, Wasey Co., has reduced its schedule by 15%. It used 179 stations last fall.

Nu-Maid Margarine, through Ralph H. Jones Co., which was on 80 stations last fall, will buy time on 20 to 30 this year.

A Little Bit Late

WWDC Washington, D. C., ran a contest entitled "Who Is Mr. FM?" Prizes totaled approximately $5,000 and the gimmick was to promote WWDC's new FM station. So, the other day, the station received a letter giving the right answer. The only thing wrong was that the contest was held a year and a half ago. "It must have taken the guy a year and a half to figure out the correct answer," commented WWDC Publicity Director Irving M. Lichtenstein.

Birds-Eye Frosted Foods, through Young & Rubicam, has reduced its list of stations to 65 this fall. Last year the company used 102 stations.

Three of the surveyed companies have eliminated spot advertising. They were: Instant Postum (Foote, Cone & Belding), which had a copy test campaign on nine stations last fall; Rockwood Chocolate Bars (Fletcher D. Richards), which used 41 stations last year, and Minute Rice (Young & Rubicam), which used 71 stations to introduce its product nationally last year.

Collier's magazine, which was using 113 stations last fall through Kudner Agency, has temporarily discontinued its radio campaign, but the magazine was reported to be thinking of resuming a spot schedule after October. More than 113 stations will be used if the spot campaign is undertaken, an executive of *Collier's* told BROADCASTING.

Reasons for Cutdowns

Reasons for reductions or cancellation of spot radio varied with advertisers. Some charged the action to general reduction of advertising budgets. Others said they were intensifying expenditures in magazines, and still others reported they were investing in television commercials.

Other spot campaigns now underway or in the planning stage include:

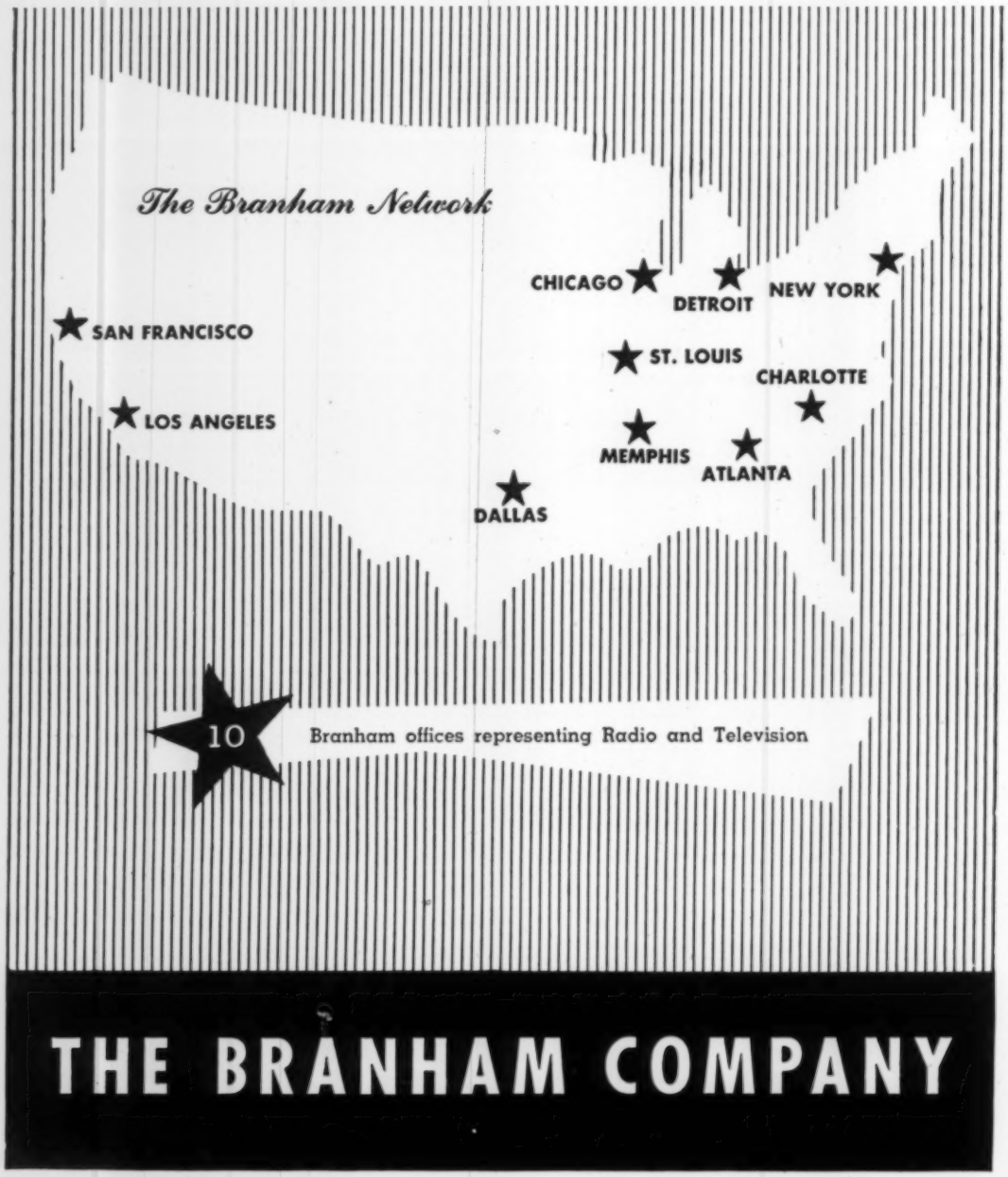
American Chicle, through Badger & Browning & Hersey, is placing business on more than 100 stations.

Beaumont 4-Way Cold Tablets, through Harry B. Cohen Adv. Co., is placing announcements and participating programs in 80 markets.

Musterole, through Erwin, Wasey & Co., is planning to buy time in 100 markets for late fall. Hill's Cold Tablets, through Duane Jones Co., has bought time in 40 markets starting Oct. 24.

Two publications, *Ladies Home Journal* and *Reader's Digest*, through BBDO, are preparing nation wide transcribed announcement campaigns.

Merit Greeting Card Co., through Louis S. Herman Adv., Newark, N. J., has expanded its schedule from 17 stations to 40 and 50 in the East and Midwest.



XUM

"MORE HORS D'OEUVRES PLEASE, MATILDA!"

YOU betcha, us rich Red River Valley plow-jockies indulge in some mighty nice livin' . . . We actually have an Average Effective Buying Income that's higher than Iowa, Oregon or Texas, for example.

Wise advertisers get more than their share of our lavish spending by using WDAY, Fargo's 27-year-old pioneer. For the period Dec. '48 thru Apr. '49, WDAY had the highest Hooperatings in the entire nation, morning, afternoon, and evening! In other words, WDAY is now America's No. 1 Station!

Write us or ask Free & Peters for all the proof of WDAY's overwhelming superiority—urban *and* rural—in the Red River Valley.

HERE ARE THE FIGGERS!

	WDAY	"B"	"C"	"D"
WEEKDAY MORNINGS	66.2	16.8	7.7	4.2
WEEKDAY AFTERNOONS	66.1	11.4	11.9	3.7
EVENINGS (SUN. THRU SAT.)	67.5	14.1	9.2	7.2

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC.,
Exclusive National Representatives

HOW YOUR STATION CAN HELP FIGHT POLIO

POLIO has struck harder this summer than in many previous years. Your station can contribute to the community's welfare by helping to create a calm, informed attitude about the disease.

Facts about polio are dramatized in a 15-minute transcribed program offered to radio stations FREE OF CHARGE as an educational public service by The Mutual Life Insurance Company of New York. The program is based on authentic information from the company's Medical Department.

The script is written by Gretta Baker and produced by Chick Vincent. Richard Stark is the narrator. Written scripts are also available to stations that would prefer to do a "live" broadcast. You may obtain a transcription or a script promptly by filling out and mailing the convenient order blank below.

THE MUTUAL LIFE

INSURANCE COMPANY of NEW YORK

34 NASSAU STREET • NEW YORK 5, N. Y.

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK
34 Nassau Street, New York City 5, New York

Gentlemen:
Please send me, free of charge, for broadcast as a public service:

☐ a transcription ☐ a script

of the 15-minute program on infantile paralysis entitled "These Are My Jewels."

PLEASE PRINT

NAME_____

STATION_____

ADDRESS_____

CITY_____ STATE_____

Network Outlook

(Continued from page 23)

commercial programming already scheduled as compared with 44 hours and 45 minutes of commercial daytime and nighttime sponsored programming on the air for the corresponding 1948 period.

Mr. Woods

In viewing ABC-TV's current status, we are proud of the fact that although it was just a year ago that ABC entered video, we commence the new season with six hours and 15 minutes of commercial time on the schedule—all written during 1949 and still on the air, or coming on in September or October.

"This very reassuring picture is, we believe, indicative of a sound, healthy state of business in general, and refutes pessimistic predictions of an economic depression facing us, made six months ago by the prophets of gloom. Thus, as in the past, ABC regards the future with optimism."

* * *

FRANK K. WHITE, PRESIDENT OF MBS.

"THE recent drop in temperature seems to have broken the log jam in network sales as well as the heat wave. It has been a long, dry summer for radio and Mutual has been no exception to the general rule. Overall business conditions, television, and perhaps the weather itself, may all have been contributing factors, but the end result has been that many prospective advertisers have been unusually late this year in firming-up their radio commitments.

Mr. White

The past week, however, seems to have been the turning point in the sales curve. Two advertisers have placed a full hour of new business on Mutual. Two additional long-time Mutual sponsors, whose programs were suspended for the summer, have advised us that they are returning to the network this fall. Perhaps even more important from a long-term viewpoint is the surprising increase in the number of inquiries which we are receiving from both agencies and advertisers regarding available shows and time periods.

"With a buyers' market definitely in prospect, it now seems more than probable that advertisers will again use network radio as one of their most effective media for moving goods from the factories to the consumers. And even though it will take a tougher selling job to do it, we are confident that the fall and winter commercial schedules on Mutual will compare favorably with those of past years."

* * *

FRANK STANTON, CBS PRESIDENT

"THE Columbia Broadcasting System begins the 1949-50 season with the richest and most abundant program schedule any network has ever presented — a balanced line-up of great established shows, recently-developed package programs and the famous CBS public affairs broadcasts.

Mr. Stanton

"With the greatest wattage today in the history of network radio, CBS and its affiliated stations will carry these programs to the largest audiences any medium has ever delivered.

"Because of this, and the swift growth of our television operations, and our increasing activities in the creation of new programs for both media, we look forward this fall to an operation of scope and vigor unprecedented in our history."

* * *

NILES TRAMMELL, NBC PRESIDENT

"TODAY'S market conditions are extremely healthy, offering a great opportunity to American business. Business competition is sharper than ever before in the past decade, stimulating stronger promotional efforts all the way down the line. This new momentum given to selling and advertising present tremendous possibilities for radio and television. It is up to all of us to make the most of them. No medium can begin to approach in massive coverage, technique and economy the job radio can do for the advertiser. Certainly for the next few years, radio will continue to be the best buy for most advertisers. As for television, no medium was ever launched with so much public enthusiasm and advertiser support. Despite many problems we are emerging from the pioneering stages of television and I have every confidence that it will continue to make great strides as an effective advertising medium during the months ahead.

Mr. Trammell

FOUR stations recently joined Southern California Broadcasters' Assn. They are: KTTV (TV) Los Angeles; KWIK Burbank; KCSB San Bernardino; KSPA Santa Paula. Total membership of association is 41 AM stations and networks and 16 FM stations.

BE FIRST IN BOOMING HOUSTON

Where Katy Park Industrial Development Corporation is building a new 50 MILLION DOLLAR Center on 23 acres of the "closest in" industrial property in the City. This is just the latest* big industrial expansion in this Great Southwestern Metropolis, where **ONE STATION LEADS IN ALL IMPORTANT CATEGORIES.**

*at press time.

KPRC

FIRST in Hooper
FIRST in B M B
FIRST in the South's First Market

To sell Houston and the great Gulf Coast Area . . .
Buy **KPRC**

FIRST IN EVERYTHING THAT COUNTS

KPRC
HOUSTON

950 KILOCYCLES — 5000 WATTS

NBC and TQN on the Gulf Coast — Jack Harris, Gen. Mgr.
Represented Nationally by Edward Petry & Co.

Fall Business Roundup

Chicago

(Continued from page 25)

a time franchise or to test specific reaction—all from an experimental approach. Agency buying groups, prompted by intense interest of clients, are spending a greater proportion of their time studying TV than billings would indicate.

In general, a survey of Chicago shows a return to the air of advertisers who have used radio as a basic medium. Although the reentry is more cautious, investments remain about the same. Manufacturers are demanding a harder "sell" in commercials, rather than reminders and a prestige or goodwill build-up. They are more money conscious because of their lower margin of profit in the current buyers' market.

One of the heaviest users of daytime radio, Pillsbury Mills, will continue with *Grand Central Station* (CBS), return *House Party* with Art Linkletter (ABC) Sept. 19, and *Galen Drake* (ABC) and retain AM spots on 10 major-market stations. It is airing TV commercials on the Cincinnati-Dayton-Columbus hookup. Although "basic costs in TV are too high," Pillsbury is watching the medium closely after measuring "outstanding results," according to R. J. Keith, director of advertising.

Voices Apprehension

"Television may be the greatest thing since the printing press as an advertising and sales medium, and I look with alarm on the future of nighttime radio because of its inroads." Because costs are the same in covering a large audience via AM as a small one via TV, "the best work is not being done in television," Mr. Keith said. "One of our best buys has been high-rating spots on strategic stations. In this selling era, radio is particularly suitable to Pillsbury, and because of its flexibility it suits our multiple-product advertising."

Leo Burnett Co., Pillsbury's agency, has placed the following fall business: Club Aluminum, *Club Time* (ABC); Minnesota Valley Canning Co., *Fred Waring Show* (NBC); Pure Oil Co., *Pure Oil News Time* (NBC); AM spots for Brewing Corp. of America (Carling's Ale), Horlick's Corp. (Bedtime); Pure Oil; Minnesota Valley (County Kist peas); TV spots for Minnesota Valley (Green Giant peas and Niblets corn); Bedtime and Carling's Ale. Atchison, Topeka & Santa Fe Railway begins a 15-minute, once-a-week Burton Holmes film Oct. 2 in New York, Chicago and Boston, with further expansion planned.

Brown Shoe Co., which sponsors *Smilin' Ed McConnell* on NBC and *Baseball Fanfare* on WABD (TV) New York, may use 13 weeks of video spots for its children's shoe line next year. Robert Stolz, advertising manager, predicts "it will be three or four years before the expense of television will make it worthwhile." The firm may sign for *Football Fanfare* on WABD preceding the New York All-America Conference play.

Mr. Burnett, president and treasurer of the agency, said, "The whole tone of advertising is optimistic, and our volume of radio advertising will equal that of last fall."

Standard Oil of Indiana, through McCann - Erickson, is spending almost $1 million on radio and television this year, according to Advertising Manager Wesley I. Nunn. It has contracted for *The Quarterback Show* on WENR-TV Chicago starting Sept. 27, the *Wayne King Show* on five NBC-TV stations starting Sept. 29, and five U. of Minnesota home football games on KSTP-TV Minneapolis. Standard plans also to buy the Bears-Giants football game Sept. 10 and the Lions-Bears game from Detroit Nov. 24 on WNBQ (TV) Chicago. Continuing schedule includes regular spots in a 15-state coverage area with 130 national news shows weekly, Chicago Bears football on WIND Chicago and college football broadcasts in Minnesota, Iowa, Wisconsin, Nebraska, Colorado and Michigan.

Mr. Nunn explained that the increased use of radio this year was provided in a plan developed five years ago "to enlarge and add more programs and stations in secondary markets and to strengthen activities in primary markets." Standard is entering TV for the first time this fall, "and hopes results will make it possible to continue for some time to come," Mr. Nunn said. "Radio is still the major medium, but TV—radio's first cousin—is coming along. We are experimenting with it in the belief that it is fundamentally sound."

International Harvester

An International Harvester spokesman, reporting the return of *Harvest of Stars* (NBC) Sept. 25, said no plans are contemplated for more network radio. Sporadic spots will probably be used for farm equipment, farm tractor and refrigeration "with a lot of dealer and distributor cooperation in the last named divisions." Television is not being considered because Harvester produces semi-industrial goods and "television is more suited to across-the-counter merchandise which can be sold to every home," he said.

Bell & Howell, another McCann-Erickson account, returns next week with *Action Autographs* on WENR-TV Chicago. Mrs. Margaret Ostrom, advertising manager, will analyze results of various media early next year and make any TV and AM recommendations at that time.

McCann expects to buy more spot radio on Brookfield products for Swift & Co. A Swift TV show may be picked up in New York.

More television is anticipated also by Pepsodent, division of Lever Bros. Additional TV funds are expected next year because only three Lever products (Spry, Lux and Pepsodent toothpaste) are plugged on *The Clock* (NBC-TV), it was reported by Frank R. Brodsky, director of advertising. "This is Pepsodent's TV debut, and we realize the importance of carrying over our tremendous AM activity. We are especially interested in networking, and—although the present TV network is usable—it's far from what we want. We're in video now because we want the time franchise." Mr. Brodsky said about 50% of $2,750,000 of Pepsodent's 1949 ad budget is for broadcasting.

Pepsodent Spots

Pepsodent may use some network spot after Christmas, according to the agency, J. Walter Thompson. The agency's fall line-up includes —Swift & Co., half-hour segment of *Breakfast Club* (ABC); Libby, McNeill & Libby, *My True Story* (ABC) and *Auction-Aire* (ABC-TV) starting Sept. 30; Kraft Foods, *Marriage for Two* (NBC) starting Oct. 3 and *Kraft Television Theatre* (NBC-TV); Pepsodent, *Junior Miss* (CBS); Northern Trust Co., *The Northerners* (WGN Chicago). The Chicago office produces *Kukla, Fran & Ollie* for RCA Victor on NBC-TV.

AM spot sponsors—International Minerals & Chemical Corp. (Ac'cent); Indiana Bell Telephone Co. TV spots include Ac'cent and Parker Pen Co. Bowman Dairy Co. may use Chicago TV programming this fall.

Agency clients "don't seem to be reducing substantially their advertising investments, but are more conscious of money spent," according to Radio Director Hal Rorke. "There's a general churning and turnover, but nothing depressive about the picture."

Optimism is seen at Foote, Cone & Belding, which has five CBS network programs—*Hallmark Playhouse*, Hall Bros.; *My Friend Irma*, Pepsodent; *This Is Nora Drake*, Toni Co.; *Stars Over Hollywood*, Armour, and *Give and Take*, Toni. International Cellucotton (Kleenex) is sponsoring *Fun for the Money* on ABC-TV, and Marshall, Field & Co. has *The Adventures of Uncle Mistletoe* on WENR-TV Chicago.

Speaking for the Toni Co., Advertising Manager Howard Bloomquist said "television is too rich for our blood. Sales returns just now wouldn't justify a switch of funds from radio or other media. We would, of course, like to afford a good nighttime show with a broad coverage." Toni will probably not use television next year "unless the medium develops faster than we think it is going to," Mr. Bloomquist said.

J. Hugh E. Davis, executive vice president, FC & B, said "prospects are equally as good as last spring."

S. C. Johnson & Son, whose agency is Needham, Louis & Brorby, will not use TV for at least six months, according to Advertising Manager W. N. Connolly. "We're thinking more of a program than commercials for next year. We want a better chance to get our money back, and TV still has weak coverage compared with standard broadcasting." Johnson may start an AM participation venture in New England this month. It brings back *Fibber McGee & Molly* (NBC) tomorrow (Sept. 6).

Needham, Louis & Brorby is

(Continued on page 42)

CIRCLED by ABC executives, Nancy Craig, network commentator, is greeted upon return from a two-week European tour. She was honored by the executives with an informal news luncheon in New York. L to r are Harold Day, ABC's co-op program sales manager; Chic Doty, sales manager of WJZ and WJZ-TV New York; Miss Craig; Murray Grabhorn, ABC vice president in charge of owned and operated stations and co-operative programs, and Ralph Dennis, national spot sales manager for ABC.

XUM

Looking for the leader?

New York's highest-rated woman commentator is WCBS' Margaret Arlen

CBS
Sustained leadership: month after month, Margaret Arlen leads in her highly competitive program category. Her yearly average Nielsen rating shows her decided leadership over all competition, including the many husband-and-wife teams.
AVERAGE ½-HOUR RATINGS, JUNE '48—MAY '49
Margaret Arlen....3.1
Man-Wife Team A...2.6
Man-Wife Team B...2.3
Man-Wife Team C...1.8
Woman Commentator B....1.8
Woman Commentator C....1.7
Woman Commentator D....1.6
(All others below 1.5)
Nielsen Radio Index—New York Station Area Reports

Represented by Radio Sales

Chicago

(Continued from page 40)

continuing *Junior Miss* for Pepsodent (CBS), *Super Circus* (ABC-TV) for Derby Foods (Peter Pan peanut butter), and *Your Neighbor* and *Melody Lane* for Wieboldt's Department Stores (WMAQ and WBBM Chicago). Returns include *The Great Gildersleeve* (NBC) Sept. 21 for Kraft Foods, and *Sky King* (ABC) for Peter Pan peanut butter. Pepsodent, for Rayve shampoo, continues national AM spots.

Roche, Williams & Cleary reports seven active AM and TV accounts. Revere Camera Co. has renewed *Name the Movie* (ABC), and will continue AM announcements in 51 major markets; Milwaukee Railroad continues *Milwaukee News* in 26 markets along the road's right-of-way; Histex Corp. (Histeen hay fever remedy) is testing AM spots in two markets preparatory to expansion. Stewart & Ashby Coffee Co. (Stewart's coffee) is sponsoring *Paul Harvey and the News* (WENR Chicago) and thinking of backing him on WENR-TV; Revere is preparing a series of six one-minute TV commercials for market testing; John Puhl Products (Fleecy White bleach and Little Bo Peep ammonia) has Chicago spots and participations, and the Hardware Mutual Casualty Co. airs regional spots and public service programs in northern Wisconsin.

Studebaker Corp., which uses ace commentators in 70 markets on *Studebaker News*, is studying a string of TV commercials just completed. K. B. Elliott, vice president in charge of sales and advertising, says Studebaker is watching TV develop from the angles of coverage, programming and cost.

Phil Stewart, RW&C radio director, is "encouraged" by the increased circulation of video sets this fall and by its improved programming and transmission. "These are some of the more promising, forward steps in the advent of the greatest demonstration medium of them all."

Six fall network shows were renewed by Miles Labs. (Alka Seltzer, One-A-Day vitamins) through Wade Advertising. They are *Hilltop House* (CBS), *News of the World* (NBC), *Quiz Kids* (NBC AM and TV), *Queen for a Day* (MBS) and *Curt Massey Time* (CBS).

H. S. Thompson, Miles advertising manager, said, "we are radio-minded, and 75% of our advertising budget is for radio. We are not 100% sold on television, and won't go into any more until we see results." He said no TV spots are contemplated.

Other Wade accounts are Murphy Products Co. (livestock and poultry feeds), which airs barn dance shows or market reports on 10 Midwest stations and is expanding to two more, and Shotwell Mfg. Co. (Puritan and Hostess marshmallows, candies), which has a St. Louis participation. Client and agency are discussing further use of spot radio.

Five percent of the General Mills advertising budget is for TV, it was reported by Lowry H. Crites, advertising manager. From the fiscal year starting June 1, the company does not plan to reduce any AM buying. "We're still getting our feet wet in television, although we've signed for the *Lone Ranger* on ABC-TV for two years and have dabbled in Chicago and New York shows and with selective announcements," Mr. Crites said. "General Mills likes and uses all kinds of radio, depending on the product and the job that has to be done."

The firm's agency is Tatham-Laird, which continues GM's segment of ABC's *Breakfast Club*. Seasonal, product and introductory radio campaigns have been used for John F. Jelke margarine and mayonnaise, Bear Brand hosiery and Bendix Home Appliances. "We will undoubtedly have as much radio for these as in the past, and probably more," according to George Bolas, supervisor of radio and television.

Calls for Review

"It is becoming increasingly clear that spot radio rates have reached the point of diminishing returns, and it may be necessary for station operators to re-examine their rates from the advertiser's viewpoint. We also believe that the current buyers' market and low margin of profit for manufacturers will create an increased need for harder selling and less reminder advertising," he said.

This, Mr. Bolas believes, "would result in a greater demand for one-minute spots, and would have the effect of reducing interest in chain-breaks." Regarding video, he said Tatham-Laird believes "the public's reaction to programming fare that will be sampled this fall will do much to sharpen the focus of the TV timetable and give everybody a better idea of when it will become a basic, rather than a supplementary, national medium." This is the first season when viewers will have a choice of average-to-good TV programming, he asserted.

Broadcasting and telecasting accounts handled by Henri, Hurst & McDonald are International Shoe Co. (Poll Parrot shoes), TV spots with dealer tie-ins, 15-minute Wednesday segment of *Howdy Doody* (NBC-TV); Skelly Oil Co., *Alex Drier and the News* (NBC) and continuing spots in four cities; Ballard & Ballard, AM spots on 110 south and southeast stations starting today (Sept. 5); John Morrell & Co. (Red Heart dog food), *The Lassie Show* (NBC); Carolene Products (Milnot), expected to continue AM spots in Illinois, Missouri, Oklahoma, plus participations and daytime shows in five markets; Kroehler Manufacturing Co. (furniture), which used national TV spots last month and may continue. Cooper's Inc. (men's underwear), football preview (WBBM Chicago).

Brown & Williamson Tobacco Corp. returns with Art Linkletter's *People Are Funny* (NBC) Sept. 20, and has ordered repeat broadcasts on 17 NBC eastern stations. Its agency, Russel M. Seeds, also placed *This Week in Sports* for Parker Pen Co. on nine TV stations starting this month; one-minute spots and chainbreaks on 36 U.S. and 20 Canadian stations for Pinex Co. (cough remedy) starting Oct. 3, and AM spots on 73 stations in 35 markets for Brown & Williamson's Raleigh cigarettes, slated to run indefinitely. Wings, another B&W product, continues with AM spots in nine test markets. Princeton Farms (popcorn) starts AM spots in a few midwest markets late this month.

Expansion Planned

Continental Pharmaceutical Corp. (Kyron reducer), an Arthur Meyerhoff account, sponsors *Inside the Doctor's Office* in five markets and has okayed expansion to other areas this fall. Firm continues with musical programs in Los Angeles and Detroit and with Martin Block in New York. Tentative plans are to expand TV from spots in Detroit. Emanuel Kolkey, president of the firm, is waiting to use video until there is coast-to-coast saturation. "Locally and in the West, there's not enough of an audience to pay off a sponsor. TV will be the thing, but it'll take a few years. Radio, however, is a very good set-up for any kind of a sales problem."

Meyerhoff also has Illinois Meat Co. (Broadcast brand canned meats) and Patricia Stevens Inc. (modeling school). Illinois Meat uses local programs in three cities, and has scheduled a fall campaign to include all major markets and, possibly, video announcements.

C. E. Martin, advertising manager, said his company attributes much of its success to radio. "We plan to use AM, both nationally and locally, indefinitely." He added that TV will develop as a good advertising medium, "but costs are still pretty high considering the coverage. All of our television buying is experimental, as is the medium itself."

Patricia Stevens extends a quarter-hour strip to include quarter hours after football on WGN and WBBM Chicago, and will sponsor a TV show immediately after football on WGN-TV. Children's dramatic courses will be advertised in Chicago and Philadelphia. Stevens has a schedule of quarter-hour musicals in Philadelphia and Indianapolis.

Reuben R. Kaufman, president of Kaufman & Assoc., said his fall business "represents the heaviest volume in my 15 years of agency work. It is double our radio and TV billings last fall." One major radio client is Special Foods Co. (Jays potato chips).

Representatives of management also outlined signs of good business. I. E. Showerman, NBC Central Division vice president, reported "no appreciable fall-off", despite earlier indications of a recession. "There has been a slow but nevertheless certain rise after a low point in July." Pointing up the paradox that advertising expenditures increase with production and sales, Mr. Showerman went on to say that personal incomes are still high, demands built up during the war are still unsatisfied, and manufacturers will continue to produce and advertise.

"Business in Chicago is good and will continue to be good at least until next summer," he said. "Many of our television advertisers are new to us, and are largely manufacturers who have not employed radio." He added that not one NBC Chicago account "is in TV at the expense of radio."

Mr. Showerman concluded "we will have radio for many years to come, and, at the moment, it appears to be a very healthy part of our social and economic system."

Norton's Views

John H. Norton Jr., ABC Central Division vice president, contrasted the slow pace of business during the spring and summer with the normal network flow of activity in June and July. "Since the first of August, however, the business situation has exploded wide open and we are hip-deep in potential accounts. The situation has changed completely from the general talk of recession, and we seem to have a much happier and sounder opinion of the future. By Oct. 1, we'll be in good shape, both in AM and TV."

Business "turned the corner after the first week in August,"

(Continued on page 86)

Midwest Leaders Who Look to Fall 1949 . . .

Mr. Schreiber Mr. Connolly Mr. Breslin Mr. Hult Mr. Bolas

* * *

Fall Business Roundup

ALFRED LUNT LYNN FONTANNE

GINGER ROGERS

SPENCER TRACY

JOAN FONTAINE

5th Season Starts September 11

THEATRE GUILD ON THE AIR

ROBERT MONTGOMERY

LORETTA YOUNG

NOW ON NBC ★ 8:30 P. M. (EDT) SUNDAYS

To bring the theatre's best to America's radio audience, United States Steel presents distinguished stars of stage and screen... in full-hour performances of Broadway's hit plays... produced by The Theatre Guild. For its 5th season this award winning radio show presents an outstanding array of the best stars... the best plays!

RICHARD WIDMARK

. . . and **GEORGE HICKS** *speaking for* **U. S. STEEL**

USS STEEL

U. S. STEEL HOUR

Hooper* Says:

WSJS STAYS ON TOP!

• Morning
• Afternoon
• Evening

*Hooper Station Listening Index
Winston-Salem, N. C.
December, 1948

No. 1 MARKET IN THE SOUTH'S No. 1 STATE

• WINSTON-SALEM
• GREENSBORO
• HIGH POINT

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS
NBC AFFILIATE
Represented by
HEADLEY-REED COMPANY

Management

JOHN ROSSITER, former commercial manager of WICU (TV) Erie, Pa., named general manager of WTVN (TV) Columbus, Ohio. Both stations are owned by EDWARD LAMB. Mr. Rossiter was also with WIKK Erie. WTVN (TV) is scheduled to begin operations this month.

GENE TIBBETT, general manager of WLOX Biloxi, Miss., elected district commander of American Legion of Mississippi. His district covers four counties along entire Mississippi Gulf Coast and places him on state executive committee of American Legion. A veteran of World War II, he was formerly manager of WMOX Meridian, Miss., and WELO Tupelo, Miss.

Mr. Tibbett

WALTER C. EVANS, president of Westinghouse Radio Stations and vice president of Westinghouse Electric Corp., Pittsburgh, is in Jefferson Hospital, Philadelphia, convalescing from surgery to correct an old back injury, performed Aug. 26.

PHIL RUBIN, former sales manager of Lowell office of WCCM Lawrence, Mass., appointed station manager of WERI Westerly, R. I.

NORMAN S. CASE and FRANK W. WOZENCRAFT, attorneys, dissolve their partnership, remaining in their respective offices in Southern Bldg., Washington. Mr. Case's phone is NAtional 1841 and Mr. Wozencraft's is EXecutive 5360.

LARRY NUSS named general manager of KAYX Waterloo, Ia. He was formerly with WDGY Minneapolis.

FRANK WHITE, MBS president and WILLIAM FINESHRIBER, vice president in charge of network programming, will arrive in Los Angeles September 15 for few weeks conferences.

ROBERT S. McCAW, president of Interlake Broadcasting Corp., licensee of KXRN Renton, Wash., takes over full management duties at station replacing SCOTT SEIFERT, resigned to join Romig C. Fuller & Assoc. [see AGENCY column].

GOAR MESTRE, president and director general of Cuba's CMQ Network, has contributed $1,000 to aid victims of Ecuador earthquake.

JAMES W. FUSON Jr., general manager of WDZ Tuscola, Ill., announces his resignation, effective Sept. 30. He was formerly with WMBD Peoria and KWTO Springfield, Mo. His future plans have not been announced.

MAURICE C. COLEMAN named general manager of WATL WATL-FM Atlanta, Ga. He is veteran of 20 years radio work in Atlanta, having been with commercial departments of WGST and WJTL (later WATL). After being commercial manager of WAGA for two and one-half years, he resigned to form advertising agency still bearing his name. Last March, he resigned as general manager of WBGE, to return to agency.

Mr. Coleman

DONALD S. FARVER, NAB auditor at Washington headquarters, is the father of twin boys born Aug. 28.

ROBERT L. ODSON, general manager of WBYS WBYS-FM Canton, Ill., is the father of a girl, Lorraine Ruth.

DENVER AGENCY

Opened by Mark Schreiber

MARK SCHREIBER, for the past four years vice president and member of the board of Ball & Davidson Inc., Denver and Los Angeles agency, has resigned to establish his own agency, Mark Schreiber Advertising. Offices are in the United States National Bank Bldg., Denver.

Mr. Schreiber

A veteran of Rocky Mountain radio for 20 years, Mr. Schreiber took with him a number of accounts which he serviced at Ball & Davidson. These include Denver Dry Goods, Fred Ward Inc., Hudson Dealers of Colorado, Crockett Bit & Spur Co., Arthur Murray Studios, Bech Milk Co., and Retail Florists Assn. of Colorado. In addition, his agency has taken over radio for Duplers, specialty store, which reportedly spends over $100,000 in the medium in nearly 50 markets, and all advertising for Vance Oil Co. of Chicago, and Vibrated Cinder Blox, of Denver and Kansas City, Mo.

Mr. Schreiber has been appointed general manager of Denver Chevrolet basketball activities, including advertising and promotion for Chevrolet dealers. He also handles transcribed one-minute spots for Hudson Dealers on 25 stations. He already has augmented his staff with TV specialists.

Gagwriters Forum

FOURTH ANNUAL "Open House for Comics" sponsored by the Gagwriters Institute will be held the first Wednesday night of every month beginning Oct. 5. Purpose of the session is to provide original material for new young comics who show talent. Further information is available at the National Laugh Foundation, 104 East 40 St., New York.

CANADIAN MEET

WAB Session Sept. 8-10

WESTERN Assn. Broadcasters will hold its annual meeting at Banff, B. C., Sept. 8-10. Meetings will be held the afternoons of Thursday and Friday, with election of officers on Saturday morning.

Final session will also feature decision of continuance of WAB as an organization for broadcasters of the four western provinces or only as a unit for the broadcasters of the three prairie provinces, with a separate organization for the British Columbia broadcasters. Motor tours and a golf tournament feature the entertainment of the meeting.

J. C. Capt

J. C. CAPT, 60, director of the U. S. Census Bureau for eight years, died Tuesday night in Naval Hospital, Bethesda, Md., following an operation. He had retired a month ago following a series of operations. Mr. Capt was a native of San Antonio. Before joining the Census Bureau he was with the Rural Rehabilitation Division of the WPA. His ill health was attributed to overwork since he had made a practice of reaching his desk as early as 7 a.m. and staying there until night while planning the 1950 decennial census.

Commercial

ERNEST WINKLER, salesman for WALL Middletown, N. Y. for past three years, appointed commercial manager for station. ALEXANDER W. McCREADY, former executive secretary of Middletown Chamber of Commerce, joins station as sales representative.

HAYWOOD MEEKS, formerly at WAYS Charlotte, N. C., named to new post of merchandising and promotion director at WASH (FM) Washington.

JAMES GATES named sales manager of WIDE Biddeford, Me. He was previously with WCAX Burlington, Vt., WESX Salem, Mass. and KRDO Colorado Springs, Col.

JOHN P. WATKINS, formerly with Wright Aeronautical Corp., Wood Ridge, N. J., joins WNJR Newark, N. J., as account executive.

CLEM T. LOWDEN, formerly with Flyn-Greenslade Advertising Agency, joins sales staff of WMTR, Morristown, N. J.

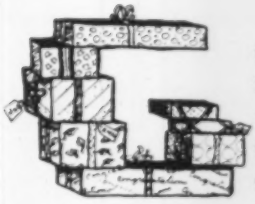
DELL SCHRODER joins sales staff at KAYX Waterloo, Ia. He was previously at WLOL Minneapolis.

WPAL (formerly WFAK) Charleston, S. C. appoints Independent Metropolitan Sales, New York, as its national representative.

ALLEN R. HUBBARD has joined national spot and local sales department of KECA Hollywood.

BOB AIKEN, formerly of CHUB Nanaimo, B.C., joins sales staff of CKOV Kelowna, B.C., as assistant sales manager.

Whether you sell . . .



ifts for giddy grinning graduates . . . gems and gardenias for gullible grooms . . . girdles for growing gals . . . galvanized generator gages and governors . . . gaudy gear for glorified gigolos . . . goblets for guzzling gatherings . . . gates for guarding grid games . . . gooey glue . . .

loves and garters for genteel gentlemen . . . glamourous gowns for gorgeous girls . . . glistening glazed glass for gloom garrets . . . grape gel . . . grass and greens for gluttinous giraffes . . . geraniums for grumpy grandpas . . . grain for granary grinding . . . gourmets' grilled goose 'n' giblet gravy . . . grocery goods . . .

rease and gauze for grunt 'n' groan grapplers . . . goggles for guys guiding gliders . . . gavels for governing gabby groups . . . gas and gaskets for garages . . . garlic garlands for garnishing guinea . . . geographic graphs for global government guests . . . gadgets and gimmicks for glib guides . . . Better Buy Radio . . . Better Buy WGN!

Yes, Radio Sells . . . **that's been proven again and again. Likewise, WGN has proven a result-getter for its advertisers.**

Here's what one of them told us: ". . . I am sure that you can well realize that (our company) is completely sold on the productivity and listening audience of WGN." Another wrote: "We are happy to tell you that of all the stations we have used, WGN has consistently remained at the head of the list in turning in low cost, well-qualified leads."

These are just two among many testimonials to WGN's sales effectiveness. That's why we say—make your next buy your Best Buy with WGN!

WGN reaches more homes each week than any other Chicago station. — 1948 Nielsen Annual Report

A Clear Channel Station . . .
Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

XUM

PLOWING BACK

Since the inception of the Fort Industry Company, 22 years ago, it has "plowed back" 73.2% of its earnings to develop better radio stations.

Now, Fort Industry has further enriched the broadcast soil by adding more than $2,000,000 in television equipment and know-how.

This is The Fort Industry Company's concept of truly serving the public interest.

All this benefits listeners, viewers and advertisers.

Thus have jobs been provided in the typical American way.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

Editorial

Color: Shades of 1946?

COLOR has consumed the video spotlight. No amount of explanation, it seems, can overtake the notion in the public mind's-eye that black-and-white is as outmoded as the stereopticon and that we shall now live in a world of perpetual technicolor.

Colorvision is as inevitable as was monochrome. RCA's announcement of an entirely compatible system, which does not obsolete the 2 million sets in use, followed on the tail of CBS's six-megacycle color comet, also susceptible of integration. CBS worked quietly, having been burned two and a half years ago when the FCC refused to adopt color standards. RCA maintained silence until its sensational disclosure a fortnight ago.

The rub is that people jump at conclusions, notably when they are coveted conclusions. It's the push-button, anything-can-happen-now era.

Those in the craft know that the chasm between black-and-white and color prudently should be measured, not in days or weeks, but in months or even years. A glimpse at the TV regulatory past shows that no action has been achieved on schedule or within a sunspot cycle of one. Conversely, the public's acceptance of TV has outstripped even the most optimistic guesses.

Few doubt that the prodding of the Senate Interstate Commerce Committee, and the slashing support of colorvision by Comr. Robert F. Jones, prompted the speedup. There's no doubt, moreover, that RCA has made a prodigious advance. Those who lift an eyebrow should realize RCA can't risk being overzealous.

Now the timetable. FCC begins hearings Sept. 26 on proposed new allocations and standards. These anticipate the advent of color. Also anticipated is use of the UHF band, to provide that "truly nationwide system" of TV.

Use of UHF, plain or in color, is far from a *fait accompli*. There are myriad problems. Tubes and equipment, and field testing, upon which standards must be based, are essentials. Preponderant engineering opinion says it may take several years to harness the UHF domain.

Moreover, important policy questions arise. Lawyers say that by earmarking assignments —even down to villages of a few hundred population—the FCC disregards our time-honored concepts of free competition and veers toward a "planned TV economy" obnoxious to our system. Technical men say it means the loss of "freedom of engineering."

Apropos the bedrock of TV business — whether color comes next month or is years away—let's not ignore the impact it will have on selling. Advertising basically is the selling of products and of services and creating a demand for them.

TV in black-and-white has already established its potency as a sales and demonstrating medium. With color it promises to overshadow every medium extant. The newspaper, anchor medium for the department store, faces desperate competition. The consumer magazine collides with a new colossus.

Therein may lie the economic salvation of the broadcaster-telecaster. Local advertising is the backbone of business for the smaller-market station—national spot is usually the profit margin. Despite Herculean efforts, about 10% of retail store budgets finds its way into radio media. Black-and-white TV has enticed additional retail dollars and will tap more. Color TV will be irresistible for the retailer in small and large market alike.

But before all this can happen, Uncle Sam must speak. CBS, the pioneer, and the astute planner, began its color battle in 1946 and lost. Its main adversary then was RCA, with its research laboratories, manufacturing plants and its own NBC network. CBS and RCA-NBC now find themselves on the same side of the color fence, but with different systems. There are several other systems, too.

Unlike the battle of the turntables—with Columbia Recording's 33⅓'s pitted against RCA-Victor's 45's — this encounter will be reconciled by Government, through the FCC. Monochrome TV is too well entrenched to gamble on color-blind luck.

The movie analogy is apt. They're still making monochromes in Hollywood. The public still pays to see them. Yet the movies have had technicolor for 25 years. Radio didn't demolish the movies or the newspapers. Television's emergence caused more nerve-jangling than dislocations in markets exposed to it but certainly nothing approaching doomsday predictions. Color TV, like color photography, should supplement, not supplant.

Snake Bite

CONSCIOUS of repeated failures elsewhere of newspaper attempts to charge stations for program log listings, Chicago newspapers are promoting a plan aimed at getting a hand in radio's money pocket.

The "plan" was launched with a straight-faced announcement in the *Chicago Tribune* (WGN) that here was a "new service to help you step up the rating of your program in the Chicago area." The *Sun-Times* (WJJD), *News* (WIND) *and Herald-American* (Hearst) took similar slants and filled their promotion brochures with righteous phrases like: "this has been something radio-page advertisers have wanted for a long time."

In spite of these ready assurances, the facts are that the Chicago dailies plan to eliminate radio and TV highlight listings early in September and offer instead three to 14 line ads in their regular program log columns. The charge to sponsors who want extra attention will be about $1.25 per line.

As *Newsweek* points out, in a column aptly headed "Loose Cobra?", if the plan spreads to the nation's 1,750 dailies a sponsor might find himself "in the odd position of having to pay as much as his show cost—for one plug per paper per week if he wants to retain the preferred listing that he has hitherto enjoyed."

Fortunately the radio advertising agencies in the Chicago area were quick to see the hook behind the feathered fly and were unanimously hostile. One said: "We have no intention of going for this. We see it as an infringement of freedom of the press."

While all this was going on in Chicago, out in Iowa another experiment was underway. The *Sioux City Journal* has set up a charge of $150 per month per station for running complete program logs. WOW Omaha, Neb., and WNAX Yankton, S. D., formerly listed on the paper's radio page, have refused to pay. [BROADCASTING, Aug. 15.]

Fortunately most dailies realize the importance which their readers attach to radio logs. Readership surveys have repeatedly established the high percentage of interest which these columns enjoy.

While a newspaper may not be licensed by the government to serve in the public interest, its success or failure depends just as surely on the strength and loyalty of its following as the success of a station depends on its listeners.

The Chicago papers are treading on dangerous ground. It will be interesting to see whether radio or the newspapers which let it loose first feel this "cobra's" fangs.

Our Respects To —

EDWARD HORSTMAN

TWENTY-TWO YEARS ago last Jan. 21, a heavy truck pulled up alongside Chicago's old Auditorium Theatre. Out jumped a couple of husky chaps who sloshed about the snow unloading a cargo of broadcasting apparatus. There were wet "A" batteries, heavy-duty "B" batteries—remote equipment for NBC's trail-blazing broadcast of Chicago grand opera. The "stuff" weighed over a ton.

Today Edward Horstman, chief engineer of ABC's Central Division, recalls that he was one of the men on this 1927 assignment. (He also recalls that the opera was "Faust.") His partner, and boss, was Howard Luttgens, who is still in charge of engineering at NBC Chicago.

To point up the change 22 years of broadcast engineering has wrought, Mr. Horstman set out last week on a comparable remote job. He loaded WENR Chicago's portable gear (weight: 65 pounds) into the trunk of his sedan, in a matter of minutes—and was off.

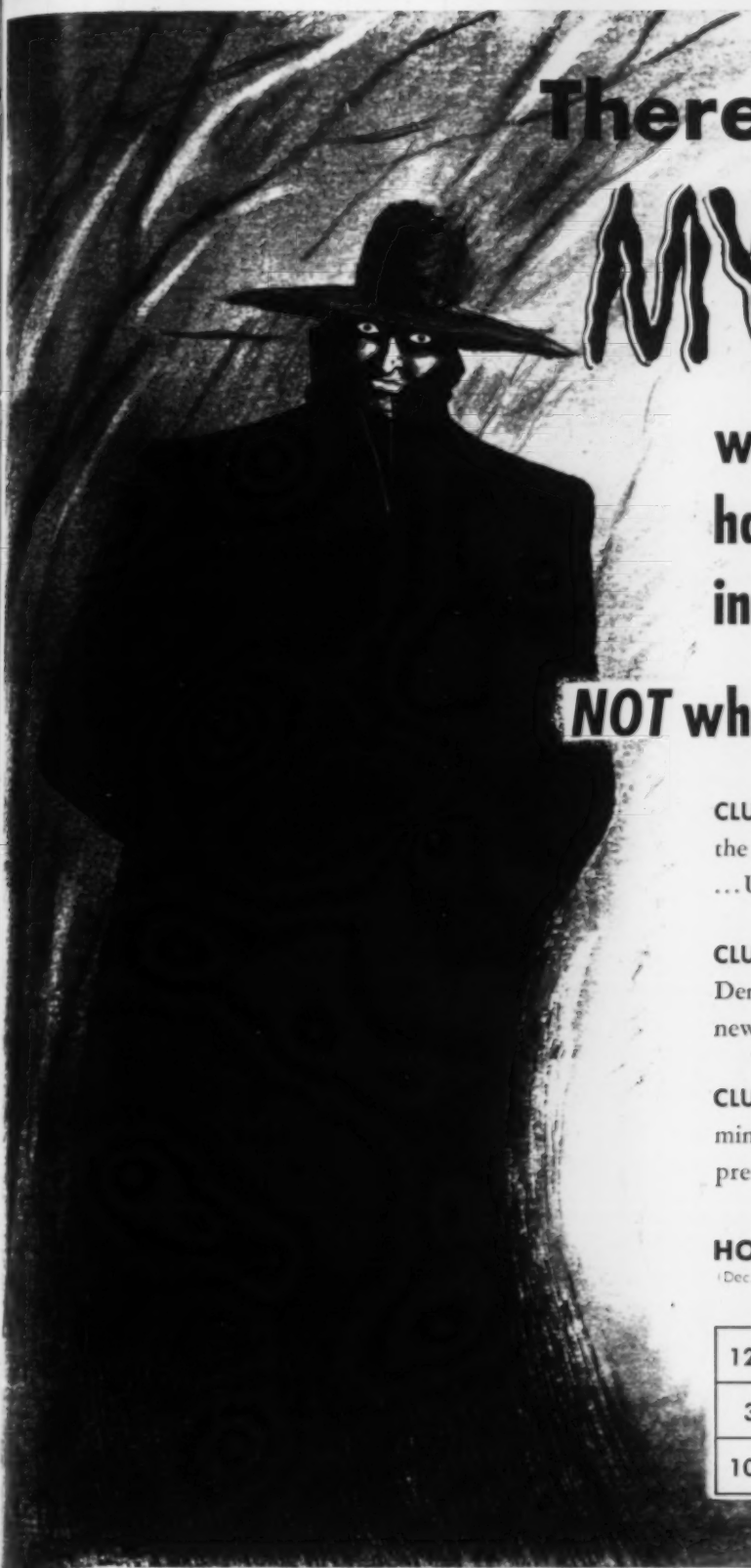
In 1927 NBC had only four men at its Chicago headquarters in the 180 N. Michigan Ave. Bldg. In addition to Messrs. Horstman and Luttgens, Frank E. Mullen, until recently president of the G. A. Richards stations, was manager, and one Ollie Rhiel was program manager. This was Mr. Horstman's first year at NBC, but not his first in broadcasting. Despite his youth (then in his twenties) he had spent nearly a decade studying and working at the art.

A native of Grand Island, Neb., he listened to KFKX Hastings and KDKA Pittsburgh as a boy, and by the time he went to high school became attached to a "ham" operator. After two years of college, he had but one course in mind—radio.

His first employment was at Mackay Radio, Chicago, where he served as chief dispatcher and traffic engineer. When he joined NBC, the network had no Chicago transmitter, but fed stations WEBH, WIBO, WGN and KYW which at that time served as the network's Chicago outlets. The Chicago staff was maintained only to feed programs from its Michigan Ave. studios and those in the old Capitol Bldg. at Randolph and State Streets. Remotes were few because of the bulk involved.

When NBC was split in two, Mr. Horstman was placed in charge of engineering of the Blue Network (now ABC) and given five assistants. Today he has 80, of which 47 work on television at WENR-TV Chicago. The "biggest problem" of his life was in building this key ABC video outlet. The equipment

(Continued on page 71)



There is NO MYSTERY

why KOIN's local newscasts have largest NEWS audience in the BIG PORTLAND Market

NOT when you know the *Key Clues*

CLUE #1. KOIN is the only Portland, Oregon station with the world's three leading news services... Associated Press ...United Press and International News Service.

CLUE #2. KOIN's news staff... Lester Halpin and Dale Denny devote their entire time to writing and editing the news in a concise, accurate, complete radio style.

CLUE #3. THEN... experienced newscasters give up-to-the-minute developments in a smooth, listenable and impelling presentation.

HOOPERWISE...KOIN NEWSCASTS *ALL* LEAD

(Dec. '48 thru April '49)

	KOIN	A	B	C
12:00 to 12:15	9.5	2.8	5.8	1.5
3:00 to 3:15	7.0	NO NEWSCAST	NO NEWSCAST	NO NEWSCAST
10:00 to 10:15	11.4	5.6	5.0	5.0

CBS

AVERY-KNODEL, Inc.
National Representatives

KOIN

and... KOIN F·M

A *Marshall Field* STATION

PORTLAND, OREGON

Page 10, Col. 2, Mississippi, Biloxi

GULFPORT, WGCM

Page 14, Col. 3, Cleveland, WGAR, change day rate to

D	37.50	37.50	50.00	100.00	150.00	250.00

Page 18, Col. 1, Massachusetts, Boston, WNAC, change rates to

D	22.00	22.00	44.00	88.00	132.00	220.00
N	44.00	44.00	88.00	176.00	264.00	440.00

Page 18, Col. 4, New York, Elmira, WENY, change night rate to

N	9.00	9.00	18.00	36.00	54.00	90.00

Page 19, Col. 1, Jacksonville, WJNC, delete day and night rates and insert

This station sold in combination with WHIT New Bern, N. C. Rates listed for WHIT include facilities of WJNC.

Page 19, Col. 1, New Bern, WHIT, insert

Rate includes WJNC Jacksonville.

Page 22, Col. 2, District of Columbia, Washington, WRC

N	45.00	45.00	60.00	120.00	180.00	300.00

Page 22, Col. 2, Florida, Miami, WIOD, change rates to

D	17.00	17.00	24.00	48.00	72.00	120.00
N	25.00	25.00	40.00	80.00	120.00	200.00

Page 26, Col. 1, New Mexico, Albuquerque, KOB, change rates to

D	8.00	12.00	20.00	32.00	48.00	80.00
N	16.00	24.00	40.00	64.00	96.00	160.00

Page 26, Col. 1, New York, Elmira, WENY, change night rate to

N	9.00	9.00	18.00	36.00	54.00	90.00

Page 26, Col. 1, New York, WNBC

D	100.00	100.00	120.00	240.00	360.00	600.00
N	200.00	200.00	240.00	480.00	720.00	1,200.00

Page 33, Col. 1, add to listing for Anniston, Ala., WSPC

WSPC, 1 kw, 1390 kc, Walker

D	4.50	6.00	9.00	18.00	25.00	40.00
N	5.75	8.75	13.00	20.00	36.00	60.00

Page 33, Col. 1, Birmingham, following WBRC-FM

WBRC-TV, Chan. 4, 14.25kw vis., 7.25 kw aur., NBC, Raymer

20.00	20.00	37.50	60.00	90.00	150.00

Page 34, Col. 4, Sylacauga, change head on spot rate finder to

1 AM affiliate, 1 AM non-affiliate average 1-time rate

Page 34, Col. 4, Sylacauga, WFEB

WFEB, 250w, 1340kc, Mutual

Page 42, Col. 2, Los Angeles, following KLAC

KLAC-TV, Chan. 13, 30.8kw vis., 16.22kw aur., Katz

D	36.00	45.00	75.00	120.00	180.00	300.00
N	54.00	67.50	112.50	180.00	270.00	450.00

Page 42, Col. 2, Los Angeles, KNBH (TV)

D	50.00	50.00	65.00	100.00	150.00	250.00
N	100.00	100.00	125.00	200.00	300.00	500.00

Page 42, Col. 4, San Diego, following KFMB

KFMB-FM, Chan. 268, 101.5mc, 250w Bonus

KFMB-TV, Chan. 8, 29.2kw vis., 20.2kw aur., ABC, Branham

32.00	32.00	50.00	80.00	120.00	200.00

Revisions in 1949 Marketbook

Editor's Note:

It took more than a million separate calculations (just 1,186,273 of them, our research people say) to compute the 1949 BROADCASTING MARKETBOOK, with its exclusive Spot Rate Finder.

In so prodigious an operation, it was obvious that here would be some error.

We made a few—percentagewise they amounted to .00006% worth.

The corrections are printed below. With each is printed the page, column and place in the column to make it easy for your secretary to insert them over the incorrect lines. Just clip off on the dotted lines, then when you find the proper place, clip off the direction line printed in italic. Presto! Your 1949 MARKETBOOK doesn't even have .00006% of error!

Page 44, Col. 3, Ventura-Oxnard, delete to make

VENTURA, 7,000 fam., 98.5% radio, 6,900 radio fam.

Page 44, Col. 3, Santa Cruz, insert KDON

KDON, 1kw, 1460kc, Grant

D	4.50	4.50	9.00	18.00	27.00	45.00
N	6.00	6.00	12.00	24.00	36.00	60.00

Page 52, Col. 1, Wilmington, following WDEL

WDEL-TV, Chan. 7, 1kw vis. 5kw aur., NBC, DuMont, Meeker Assoc.

30.00	30.00	50.00	80.00	120.00	200.00

Page 52, Col. 1, Wilmington, delete first WAMS-FM and insert

WAMS, 1kw, 1380kc, Mutual, Weed

Delete second WAMS-FM and insert

WAMS-FM, Chan. 241, 96.1mc, 20kw, Weed

Page 53, Map

Hollywood is south of Fort Lauderdale

Page 54, Col. 1, WIOD, change rates to

D	17.00	17.00	24.00	48.00	72.00	120.00
N	25.00	25.00	40.00	80.00	120.00	200.00

Page 55, Col. 2, following Atlanta, WSB-FM

WSB-TV, Chan. 8, 23.8kw vis., 12.5kw aur., NBC, ABC

30.00	30.00	50.00	80.00	120.00	200.00

Page 63, Col. 1, Chicago, WNBQ (TV)

D	50.00	50.00	65.00	100.00	150.00	250.00

Page 84, Col. 2, Lexington, change spot rate head to

1 AM affiliate, 2 AM non-affiliates, average one time rate

Page 84, Col. 2, Lexington, WLAP

WLAP, 250w, 1450kc, ABC, Pearson, BMB, Hooper

Page 87, Col. 2, Monroe, KMLB

KMLB, 5kw-D, 1kw-N, 1440kc, ABC, Taylor-Borroff

Page 92, Col. 3, WNAC

WNAC, 5kw, 1260kc, MBS, Petry, Hooper

D	22.00	22.00	44.00	88.00	132.00	220.00
N	44.00	44.00	88.00	176.00	264.00	440.00

WNAC-FM, Chan. 253, 98.5mc, 20kw, Petry Bonus

WNAC-TV, Chan. 7, 26.6kw vis., 13.3kw aur., ABC, CBS DuMont, Petry

D	45.00	45.00	60.00	120.00	180.00	300.00
N	60.00	60.00	80.00	160.00	240.00	400.00

Page 94, Col. 1, Lawrence, WLAW

N	50.00	50.00	80.00	160.00	240.00	400.00

Page 98, Col. 1, following first WXYZ insert

WXYZ-FM, Chan. 266 101.1mc, 30kw Bonus

WXYZ-TV, Chan. 7, 27.9kw vis., 13.9kw aur., ABC, ABC Spot Sales

D	50.00	50.00	70.00	140.00	210.00	350.00
N	60.00	60.00	84.00	168.00	252.00	420.00

Page 106, Col. 4, following WTCN-FM

WTCN-TV, Chan. 4, 17.9kw vis., 9.2kw aur., ABC, CBS, DuMont, Free & Peters

D	30.00	45.00	60.00	90.00	135.00	225.00
N	40.00	60.00	80.00	120.00	180.00	300.00

Page 110, Col. 2, insert before Hattiesburg.

GULFPORT, WGCM and WGCM-FM are listed under Biloxi. Stations cover both towns

Page 110, Col. 2, Greenville, WGVM

D	6.00	6.00	12.00	20.00	36.00	60.00

Page 112, Col. 3, Farmington, KREI-FM, delete first KREI-FM listing and insert

KREI, 1kw-D, 1350kc

Page 126, Col. 1, Albuquerque, N. M., KOB

KOB, 50kw-D, 25kw-N, 770kc, NBC

D	8.00	12.00	20.00	32.00	48.00	80.00
N	16.00	24.00	40.00	64.00	96.00	160.00

Page 128, Col. 4, Buffalo, after WBEN-FM insert

WBEN-TV, Chan. 4, 16.2kw vis., 10.2kw aur., ABC, CBS, NBC, DuMont, Petry

D	33.75	33.75	56.25	90.00	135.00	225.00
N	45.00	45.00	75.00	120.00	180.00	300.00

Page 129, Col. 2, WENY

N	9.00	9.00	18.00	36.00	54.00	90.00

Page 130, Col. 3, WNBC

D	100.00	100.00	120.00	240.00	360.00	600.00
N	200.00	200.00	240.00	480.00	720.00	1,200.00

Page 130, Col. 3, WNBT (TV)

D	75.00	100.00	125.00	200.00	300.00	500.00
N	250.00	250.00	375.00	600.00	900.00	1,500.00

Page 132, Col. 1, Rochester, following WHFM (FM)

WHAM-TV, Chan. 6, 16.7kw vis., 8.65kw aur., Hollingbery

30.00	30.00	50.00	80.00	120.00	200.00

Page 132, Col. 2, Schenectady, following WGFM (FM)

WRGB (TV), Chan. 4, 18.25kw vis., 9.125kw aur., NBC, CBS, ABC, DuMont, Spot Sales

D	25.00	25.00	25.00	44.00	62.50	100.00
N	50.00	50.00	50.00	88.00	125.00	200.00

Page 137, Col. 2, Jacksonville, WJNC, delete day and night rates and insert

This station sold in combination with WHIT New Bern, N. C. Rates listed for WHIT include facilities of WJNC.

Page 137, Col. 4 New Bern, WHIT, insert after night rate listing

Sold in combination with WJNC Jacksonville

Page 144, Col. 3, Cincinnati, after WKRC insert

WKRC-TV, Chan. 11, 24.5kw vis., 12.3kw aur., CBS, Katz

D	20.00	20.00	50.00	85.00	130.00	210.00
N	35.00	35.00	75.00	140.00	210.00	350.00

Page 144, Col. 3, Cincinnati, after WLW insert

WLWT (TV), Chan. 4, 23.5kw vis., 19.5kw aur., DuMont, NBC

D		20.00	50.00	85.00	130.00	210.00
N		35.00	90.00	140.00	210.00	350.00

Page 148, Col. 1, Cleveland, WEWS (TV)

D	24.00	28.00	53.60	80.00	120.00	200.00
N	60.00	70.00	134.00	200.00	300.00	500.00

Page 148, Col. 1, Cleveland, WGAR

D	37.50	37.50	50.00	100.00	150.00	250.00

Page 150, Col. 1, Dayton, WHIO-TV, second line

CBS, ABC, DuMont, Katz

Page 150, Col. 3, Marion, WMRN

WMRN, 250w, 1490kc, ABC, Stavin, Hooper, BMB

D-N	6.00	6.00	12.00	24.00	36.00	60.00

Page 150, Col. 4, Toledo, after WSPD-FM insert

WSPD-TV, Chan. 13, 27.4kw, vis., 14.4kw aur., DuMont, CBS, NBC, Katz

D	24.00	24.00	30.00	60.00	90.00	150.00
N	30.00	30.00	40.00	80.00	120.00	200.00

Page 162, Col. 2, Lancaster, following WGAL-FM

WGAL-TV, Chan. 4, 1kw vis., 0.88kw aur., NBC, ABC, CBS, DuMont, Robert Meeker

30.00	30.00	50.00	80.00	120.00	200.00

Page 164, add to Philadelphia listings

WFLN (FM), 20 kw, Chan. 239, 95.7mc

6.00	6.00	15.00	30.00	45.00	75.00

Page 164, Col. 3, following WCAU-FM

WCAU-TV, Chan. 10, 25kw vis., 14.076kw aur., CBS, Radio Sales

D	62.50	62.50	100.00	144.00	216.00	360.00
N	75.00	75.00	125.00	180.00	270.00	450.00

Page 175, Col. 3, Johnson City, WETB

WETB, 1kw-D, 790kc

Page 175, Col. 4, WBIR

WBIR, 250w, 1240kc, ABC, Bolling, BMB, Hooper

Page 180, Col. 3, KFDA, make second line read

BMB, Hooper

Page 180, Col. 3, KFDA

D	...	10.00	18.00	28.00	45.00	75.00

Page 182, Col.2, KFAA should be WFAA

WFAA, 5kw, 570kc, ABC, Petry

WFAA, 50kw, 820kc, NBC, Petry

Page 182, Col. 3 KFAA-FM should be WFAA-FM

WFAA-FM, Chan. 250, 97.8mc, 43kw, Petry

Page 184, Col. 1, WBAP power and frequency reversed for the two stations

WBAP, 5kw, 570kc, NBC, ABC, Free & Peters

WBAP, 50kw, 820kc, NBC, ABC, Free & Peters

Page 184, Col. 1, following WBAP-FM

WBAP-TV, Chan. 5, 17.6kw vis., 8.2kw aur., DuMont, NBC, ABC, Free & Peters

D	25.00	25.00	37.50	60.00	90.00	150.00
N	30.00	30.00	50.00	80.00	120.00	200.00

(Continued on page 79)

A HOWLING SUCCESS

ECONOMICAL COVERAGE OF ALABAMA
IS *IMPOSSIBLE* WITHOUT—

WSPC

1000 WATTS 1390 KC.

ANNISTON ALABAMA

"*Production backed by Promotion*"

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THEATER
DISPLAY
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REPRESENTED BY: *THE WALKER COMPANY*

A Service of Broadcasting Newsweekly

TELECASTING

SEPTEMBER 5, 1949

PATENT INQUIRY

FCC Orders TV Applicants To Bare Secrets

IN A MOVE unprecedented in the radio patent field, FCC last Thursday ordered participants in its forthcoming television hearing to open up for its scrutiny the secrets of their pending patent applications.

Any participant who has an application pending for patents relating to television transmitters or receivers, the Commission said, not only must file a description of the purposes of the devices involved but must also empower the Commission to inspect the otherwise highly confidential applications.

This extension of FCC's earlier call for data on outstanding television patents was prompted at least in part, it was understood, by a desire to fill in details in the patent investigation which has been under way at staff level for several months. Persistent anti-monopoly warnings from Capitol Hill, particularly from Chairman Ed C. Johnson (D-Col.) of the Senate Interstate Commerce Committee and Sen. Charles W. Tobey (R-N.H.), also were considered contributing factors.

The data will be kept confidential upon request, FCC said, "in order that the inventions . . . may be protected similarly to the protection given by the U. S. Patent Office as to pending patent applications." The data, including powers to inspect, must be filed on or before the Sept. 26 opening date of the hearing "or such later date as the Commission may by order provide."

Although the order related to either monochrome or color television patent applications, it obviously was intended primarily to elicit information on pending color patents.

The order came near the end of a week which produced these other color television developments:

● FCC called upon CBS, RCA, and Color Television Inc. to come to the hearings "fully prepared" to make "the most complete tests and demonstrations possible with respect to their respective systems."

● FCC told CBS and RCA that they had failed to file the required "supporting engineering statement" with their comments on their respective color television systems, and gave them until Sept. 6 to do so.

● As the color fever continued to spread, President Benjamin Abrams of Emerson Radio Corp. charged that RCA's announcement of its color system is "damaging to the industry" and claimed that color television for the masses is years away.

● Comr. Frieda B. Hennock characterized color as but one phase—though an important one—in the growth of television which the Commission is trying to encourage (see story this issue).

Color is one of many factors, quantitatively, in FCC's far-reaching television proceedings (for developments in other phases, see *Telestatus*, page 61).

But it mushroomed quickly into the most spectacularly controversial factor of them all last week following (1) RCA's disclosure that it has a completely compatible all-electronic color system ready to go; (2) CBS' announcement of a $75 color converter for its new and improved 6-mc mechanical system, and (3) the claim of Color Television Inc., California, that it has developed a compatible electronic system of its own [BROADCASTING, Aug. 29].

FCC's letter calling for complete color demonstrations also made plain that the Commission "hopes and expects that the tests and demonstrations presented shall include reception by receivers located under varying typical conditions." The latter went to CBS, RCA and Color Television Inc.

Apparently undertaking to answer at least in part the question raised the week before by CBS President Frank Stanton concerning the scope of testing which FCC desires, the Commission continued:

> . . . It is hoped that as large a number of receivers as possible will be available for demonstration purposes. While the number of receivers which may be involved in the tests is, of course, not the sole determining factor, it is to be recognized that the greater the number and types of receivers that are available for the demonstrations, the more complete will be the information available to the Commission not only as to the technical feasibility but also as to general public acceptance of the respective systems.

FCC sent a copy of this letter to Sen. Johnson with the assurance that "the Commission will take every step possible to assure that the information presented at the forthcoming hearings will be as complete as possible, to the end that a proper and early determination may be made in regard to the whole television situation, including color television."

In the letter to CBS, RCA and Color Television the Commission reiterated its hope that it will be able "at the earliest possible moment to reach a determination as to color television."

The Joint Technical Advisory Committee, sponsored by Radio Mfrs. Assn. and the Institute of Radio Engineers, meanwhile submitted to FCC an analysis of the eight "principal" color television systems, based on studies made by the RMA Color Television Committee (the studies were made before RCA announced its new all-electronic, compatible system).

JTAC recommended that FCC first establish its allocations for both VHF and UHF and that it then determine whether a suitable compatible or adaptable 6 mc color system exists which can be superimposed on the existing monochrome channel structure.

If it finds such a system exists, JTAC suggested, FCC should then allow time for ample demonstration of the various systems, institute proceedings for the adoption of standards, and provide for public field testing for at least six months.

Philco Radio Corp. also suggested extensive public field testing followed by further hearings, with limited UHF monochrome licensing until a decision on color is reached.

If the Commission concludes that no suitable color television system is now available, JTAC recommended that a region of the spectrum not occupied by monochrome channels be specifically reserved for color in the future.

In its call for patent application data, the Commission said this was "deemed necessary" in order to "complete" the data previously requested with respect to outstanding patents, and to provide FCC with "current technical developments as to television broadcast

(Continued on page 60)

TV FUTURE is discussed by Secretary of the Navy Francis P. Matthews (l) a stockholder in WOW-TV Omaha, with Col. Mitchell Wolfson, president of WTVJ, Miami's only television outlet. The Secretary, interviewed for WTVJ viewers, was in Miami for the VFW convention. President Truman's address also was carried by the station—the first time Mr. Truman has appeared before TV cameras in the South.

XUM

WTVN

Columbus, Ohio

OHIO'S GREATEST TELEVISION STATION

announces the appointment of

HEADLEY-REED COMPANY

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WTVN begins telecasting October 1st on Channel 6 affiliated with ABC and Dumont television networks.

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KMTV PROMOTION

TV Demand Floods Omaha Dealers

ANTICIPATING television hunger in Omaha, KMTV (TV), starting operations on three networks, ABC, CBS and Dumont, Sept. 1, launched a full-scale promotion campaign the week of Aug. 15. The drive was specifically designed to heighten demand for TV sets on distributors.

Not only did the promotional technique flood dealers with requests and sales but also it placed TV as a chosen medium of Omahans. Citizens greeted TV with a set buying spree which depleted dealer and distributor inventories in four days. One distributor chartered three airplanes to fly sets into the city. Another increased his order for immediate delivery by two railroad cars; still others doubled and tripled their orders from factories in addition to hunting for sets in other markets. A dealer who had sold eight sets in six months averaged 35 sets a day until his supply was exhausted.

Cause for the sales furor was KMTV's "Open House" held each evening from 7 to 10 p.m. during the five-day campaign. More than 20,000 Omaha citizens saw each phase of TV in operation on guided tours of the studios, projection, audio-control, announcing and transmitter rooms. Movies made of the crowd were televised on Sept. 1 with the first person identifying one of the individual or family shots receiving $10.

524 Foot Ascension

Dramatic touch was lent to the affair by announcer Ray Merriott who climbed the 524 foot KMTV tower (highest structure in the city) the evening of Aug. 17 to illustrate the line-of-sight principles of TV for "Open House" guests.

A former auto racer and pole vault champion, Mr. Merriott spoke to the crowd from each 100 foot level as he climbed. Spectators were given the chance to question Mr. Merriott over a loudspeaker. At one point during the climb, the mike he carried sent a surge of electrical currents through his body and threw him momentarily off balance. Upon reaching the bat wing antenna, Mr. Merriott presented a 15-minute radio show aired over KMA Shenandoah, Iowa.

Mr. Merriott as he prepared for his climb.

He was able to pick out lights of cities as far away as 40 miles.

Each evening, the station telecast three hours of programs which were viewed on 28 sets placed in the station's lobby and picked up by TV set dealers who were concurrently holding "Open House." They reported capacity crowds.

Because of the rapid rate of installations in the Omaha area, KMTV was unable to project an accurate estimate of home TV sets but the estimate varied from 3,000 to 6,000 by Sept. 1.

KMTV is owned by May Broadcasting Co., licensee of KMA. It operates on Channel 3.

Reaction of Omahans to the new medium was summed up by C. J. Helgesen, chairman of the Television Distributors Corp., who said the promotion, aided by the distributors TV committee, was successful in averting many of the mistakes that were made in other markets.

He said, "the last promotion . . . sponsored by the Nebraska-Iowa Electrical Council was the most outstanding inasmuch as KMTV was on the air each night. . . . This gave the dealers an opportunity to have an 'Open House' of their own. . . . As a result the dealers had crowds larger than they were able to handle. I wish to congratulate KMTV for the marvelous job they did in conducting 'Open House' for the public . . . an outstanding contribution to a new television market."

WOODRUFF ADDS

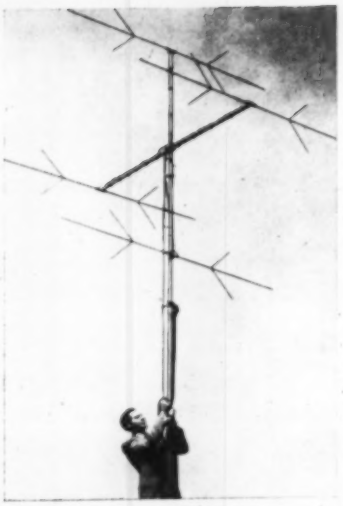
Video Production Phases

TWO new firms have been added to the video production capacity of Frank L. Woodruff Assoc., New York, according to agreements consummated last week.

The new associates are The Liberty Motion Picture Clubs of America and its subsidiaries, and the Orchestra Booking Service of New York. The former organization will handle all kinescope and similar work for Woodruff, and the latter group will be Woodruff's exclusive talent representative.

The Liberty outfit is headed by Irving Siegel, cinematic inventor and independent producer, while the Orchestra Booking Service is headed by George L. Walker, formerly of MCA.

The Woodruff organization is now geared to handle video shows for advertising agencies from earliest stages of conception to the actual telecasts. The firm is headed by Frank L. Woodruff, former radio packager and one time head of the radio and television department of Capitol Attractions.



READJUSTING RCA's new reversible beam TV antenna array is O. M. Woodward, of RCA Labs. Inc., Princeton, N. J. Newly developed, the antenna is designed to eliminate co-channel TV interference, a problem in fringe areas lying between stations occupying the same or adjacent channels where signals are received from opposite directions. Directivity may be reversed instantly for reception from either direction without rotation of the array.

TELERATINGS

Olsen & Johnson Lead

COMEDIANS Olsen & Johnson have taken over Milton Berle's first place Hooper rating spot as well as his time slot for the summer, according to the July first five network teleratings, released Aug. 25. Their *Fireball Fun For All*, sponsored by Buick through Kudner Agency in the Tuesday night 8-9 spot on NBC-TV, leads the list.

Hooper "first five" network teleratings for July:

1.	*Fireball Fun For All* (31 NBC TV cities)	46.2
2.	*Philco Summer Playhouse* (15 NBC TV cities)	36.9
3.	*Bigelow Sanford Floor Show* (28 NBC TV cities)	33.8
4.	*Break The Bank* (9 ABC TV cities)	29.6
5.	*Arthur Godfrey and His Friends* (32 CBS TV cities)	29.0

PRO GRID GAMES

ABC Gets TV Rights in NFL

ABC HAS CONTRACTED for exclusive telecast rights to 15 of the regularly scheduled National Football League games.

Games will be telecast in 12 non-league cities and in certain league cities in which there is no National Football League game being played at the time.

The Sun Oil Co., Philadelphia, will sponsor the games through Hewitt, Ogilvy, Benson & Mather Inc., New York.

Adrian Bauer Agency, Philadelphia, is packager of the telecasts.

MULLEN NAMED

Consultant For WPIX (TV)

APPOINTMENT of Frank E. Mullen, former executive vice president of NBC and until two months ago president of G. A. Richards stations, as consultant for WPIX (TV) New York, was announced last week by F. M. Flynn, president of the *New York Daily News*, WPIX owners.

Mr. Mullen

Simultaneously, it was learned Mr. Mullen has entered the radio and TV consulting field, and will establish offices both in New York and in Los Angeles.

Mr. Mullen, veteran of a quarter century in radio, will function for WPIX on retainer. Other clients also will be announced shortly, it is understood.

Mr. Mullen resigned from the presidency of the Richards stations (WJR Detroit, WGAR Cleveland, and KMPC Los Angeles) last July 1. He holds a 15% interest in KMPC [BROADCASTING, June 13].

In June, 1948, Mr. Mullen terminated more than 20 years with NBC to accept the Richards stations presidency. While he was second in command of the network, he directed its postwar television operations.

RATE PRACTICES

For TV Studied by BAB

RATE practices throughout the television industry currently are being studied by BAB, the bureau has announced. Purpose is to aid its television standardization group, which is trying to simplify video time buying and selling by standardizing rate card formats and contract forms.

The analysis will cover: Discount procedures, methods of calculating basic time and facilities charges, cost relationship between basic hourly rate and shorter time segments, billing and payment schedules, relative charges made for specific times, and basis for payment of agency commissions. Study results will be examined by the standardization group's executive subcommittee at its next meeting during the week of Sept. 12.

TV Uplifts Sales

TELEVISION looks good to Koslow's, a Fort Worth fur establishment. A $30 investment in a portion of a 15-minute shopper program on WBAP-TV Fort Worth brought a quick sale of a fur coat at $2,500, several inquiries that may lead to sales and a spark of interest in a novel fur "brassiere" shown. As a result, Koslow's is planning an autumn campaign using video.

MOVIE TV

SMPE Gives Channel Data to FCC

DISTRIBUTION channels 50-mc wide will be required in the 6000-mc area to transmit high definition monochrome or color television programs satisfactory for theatre use, the Society of Motion Picture Engineers told the FCC last week. Up to 60 such channels would be required in large cities, it was said.

The SMPE comments on technical requirements for a nationwide motion picture television system were filed in response to the Commission's request of July 1 for data from the movie industry on its needs [BROADCASTING, July 4]. Deadline for briefs was Friday.

SMPE said "theatre television will endeavor to offer material paralleling in a general fashion that presented by the legitimate theatre, radio and motion pictures, but adding the important element of immediacy." Thus such a system "will add a new medium and should stimulate these existing enterprises as well as theatre television," FCC was told.

In simplest form, SMPE explained, a theatre television service would consist of a program-originating organization which would provide theatre TV programs to theatres within a given city or market area. The organization would pick up the programs from their origination source, distribute them locally and eventually extend the distribution service to other cities and nationally.

It was pointed out that radio frequency systems would be needed, particularly "as the art develops and theatres require high definition and/or color programs." SMPE explained that other types of transmission may become available in the future through advanced developments such as special forms of long-distance wave guides.

Picture Quality

On the matter of picture quality, SMPE said that theatre TV programs must be presented to the public on a basis of picture size and quality "not likely to be attained in the home" and noted that patrons are accustomed to the "superior detail and quality of present day motion pictures." It was explained that program material suitable for theatres eventually "will need addition of color."

However, "it is not to be assumed that high detail monochrome or color television for theatre use is to be anticipated in the immediate future," SMPE warned. "On the contrary, theatre television should evolve from the present broadcast standards of 525-line monochrome pictures to pictures of greater resolution and in color as new equipment and improved methods are made available," it was said.

SMPE asked that "these developments should not be hampered by severely restricting channel and bandwidths at this time." The society recommended "that as many of the channels as possible be set aside at this time in the region of 5925-7125 mc because equipment is now available for use in this region, and experience with transmission at these frequencies shows such service to be practical."

The need for up to 60 channels in a large city was based upon requirements of 10 distribution organizations, each using six channels apiece. Multiplicity of organizations was held desirable to insure free competition in operation and programming. Of each group of six channels, two would be used for program pickup and studio-transmitter linking, two for program distribution to theatres and two for inter-city relaying. For a strictly local service two channels would suffice, it was said.

Unavailability of network or inter-city facilities was explained and SMPE further pointed out direct conflicts with the needs of TV broadcast stations. Standardization of interconnection and measures to protect pioneer investments also were recommended.

TV CHANNELS

2 More Between N. Y.-Phila.

THREE additional TV channels between New York and Philadelphia were opened Sept. 1 when AT&T put a new coaxial cable between the two cities into regular operation. Providing two more video channels from New York to Philadelphia and one more channel in the other direction, the new cable brings the total of TV coaxial connections between these cities to seven, five southbound and two northbound.

An extra southbound channel for television programs also has been added to the coaxial facilities running from Philadelphia to Baltimore and Washington. This means that there are now four southbound and one northbound TV cable channels between Philadelphia and Washington. In addition to the added video channels, the new cable connections will also carry hundreds of additional telephone conversations.

WFMY-TV

Regular Schedule Set Sept. 22

WFMY-TV Greensboro, N. C., Sept. 22 will schedule regular programs 7-9 p.m. Sunday through Friday. Station plans expansion of schedule thereafter.

WMFY-TV uses 1670 w radiated video power and 835 w sound on Channel 2, is affiliated with CBS, ABC, DuMont and ABC TV networks and maintains studios and transmitter in Greensboro. Station took the air with test pattern Aug. 18 [BROADCASTING, Aug. 22, 29].

Listen for the words "Transcribed by AMPEX" after the great shows in radio

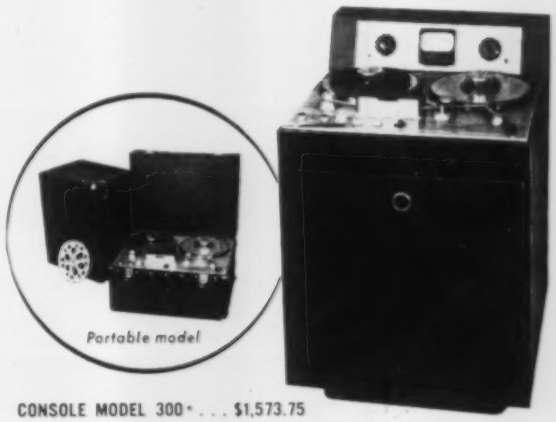
Here's how the *NEW*

Series 300

AMPEX

MAGNETIC TAPE RECORDER

adds profit to your operation



CONSOLE MODEL 300* . . . $1,573.75
PORTABLE MODEL 300 . . . $1,594.41
RACK MOUNTED $1,491.75
*Meter Panel Extra F. O. B. Factory, San Carlos, Calif.

Read what Frank Marx, Vice President in charge of Engineering, American Broadcasting Company, says: "For the past two years A. B. C. has successfully used magnetic tape for rebroadcast purposes . . . A. B. C. recorded on AMPEX in Chicago . . . 17 hours per day. For 2618 hours of playback time, the air time lost was less than three minutes: a truly remarkable record."

SPECIFICATIONS

Frequency Response:
At 15" ± 2 db. 50-15,000 cycles
At 7.5" ± 2 db. 50-7,500 cycles

Signal-To-Noise Ratio: The overall unweighted system noise is 70 db. below tape saturation, and over 60 db. below 3% total harmonic distortion at 400 cycles.

Starting Time: Instantaneous. (When starting in the Normal Play mode of operation, the tape is up to full speed in less than .1 second.)

Flutter and WOW: At 15 inches per second, well under 0.1% r.m.s., measuring all flutter components from 0 to 300 cycles, using a tone of 3000 cycles. At 7.5 inches, under 0.2%.

Manufactured by Ampex Electric Corporation, San Carlos, Calif.

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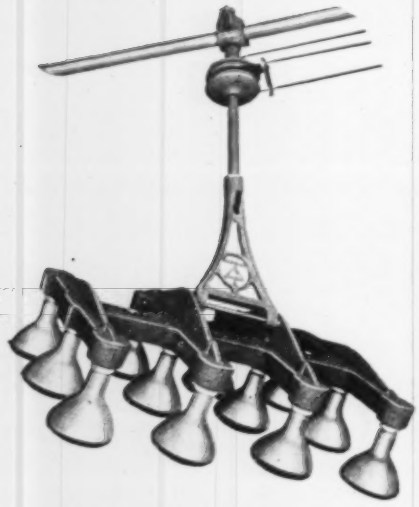
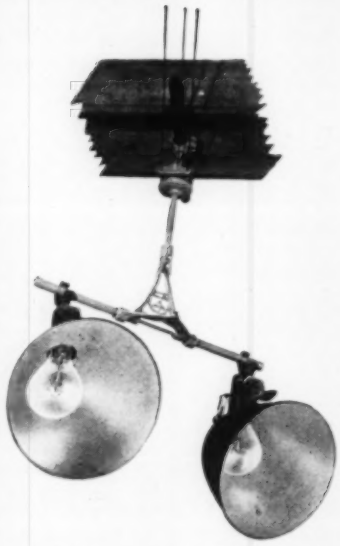


Incandescent Lamp Bank, Type TL-5A

The standard 12-lamp light source for normal studio operation. Ideal for slow fades. Provides equal light distribution on "douses." Maximum load per circuit, 3 kw; Per unit, 6 kw. Single cast aluminum-grille construction. Rotates 360 degrees. Tilts 170 degrees. Noiseless controls.



Rotatable Lamp Mount, Type TL-15A

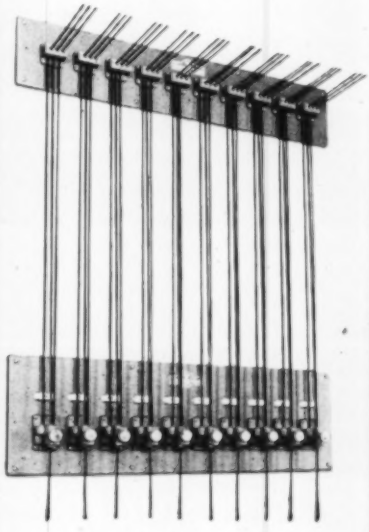
With extension bars for mounting individual or multiple flood lamps. Control spindle can rotate 360 degrees—tilt 170 degrees about the point of support.

Fairleads, Type TL-32A

A practical way to guide mechanical control lines to control board without noise. 170-degree tilt and 360-degree angle of rotation around its point of support provides maximum flexibility for mounting anywhere. Equipped with quick-release gridiron clamp. Nine chromed bushings reduce control-line friction.

High-Intensity Light Dolly, Type TL-26A

The ideal mobile floor unit that puts high-intensity side illumination where you want it. Uses the TL-1A High-Intensity Fluorescent Bank. Rotates the bank from horizontal to vertical position; tilts it through 90 degrees. No high-voltage floor cables, because lamp ballast is right on the dolly.



Light-Control Panel, Type TL-31A

Includes ten headlocks and ten rope locks for controlling ten light banks. Available in single units or on ready-to-operate panels, as illustrated.

Spot-Light Fixtures, Type TL-10A—TL-11A

Standard control spindle for use with a Mole-Richardson or Oleson 2-kw Solar Spot, or a 750-watt Baby Spot. Rotates 360 degrees. Tilts 170 degrees about its point of support.

FOR TV STUDIOS...

New silent-control lighting equipment enables you to "tailor" the lighting system to fit your studio —correctly, without expensive experimenting.

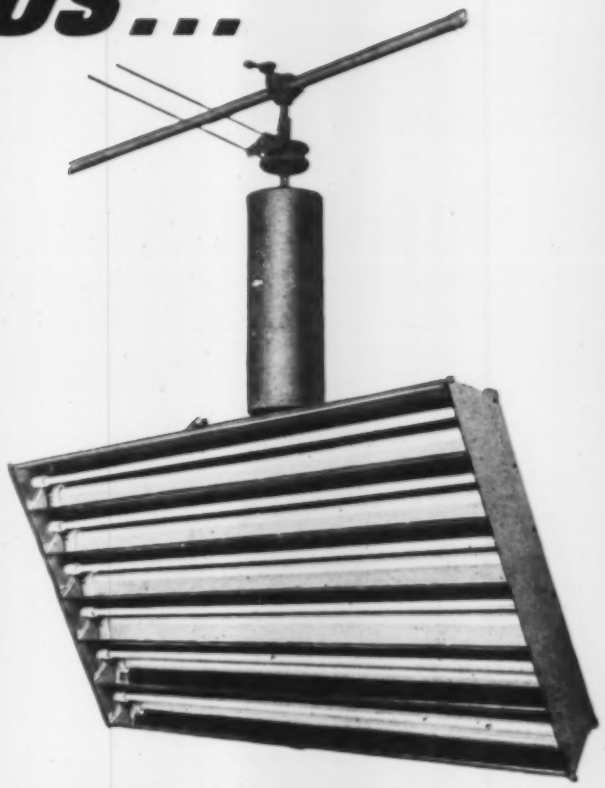
AVAILABLE for the first time—a complete line of studio-tested lighting equipment from a single manufacturer. Available for the first time—packaged studio lighting systems to match the response curves of modern studio cameras.

Combining high-intensity fluorescent banks, high-intensity spots, and incandescent banks for handling any studio set-up, RCA lighting systems are capable of delivering more than 200 foot candles of light energy. All lights can be rotated 360 degrees horizontally and 170 degrees vertically. All lights are designed for pyramid-mounting on studio ceilings. All lights are mechanically controlled through silent-operating fairleads that terminate in a central control board.

With this lighting equipment you can swing each light for basic work, modeling, or back lighting. You can direct each light to more than one acting area. You can "dim" by tilting, rotating, or cutting off half banks—and without upsetting light distribution. All equipment and wiring is off the floor. No ladder hazards or expensive catwalk installations. No danger of burning artists or technicians.

Here is the system that delivers correct illumination with as little as two-thirds to one-half the usual amount of equipment—and with proportionate savings in power. No more experimenting for the individual studio. No more junking of extensive lighting installations.

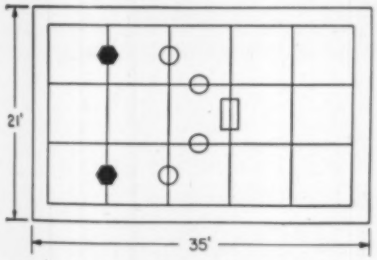
For help in planning your studio lighting—correctly—simply call your RCA Broadcast Sales Engineer. Or write Dept. 191A, RCA Engineering Products, Camden, N. J.



High-Intensity Fluorescent Bank, Type TL-1A

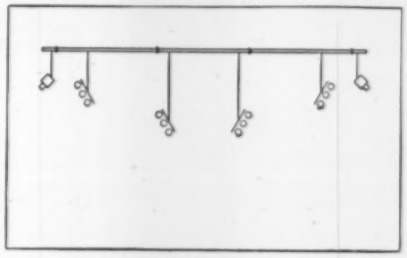
Assures optimum light response from TV studio Image Orthicon cameras. Uses six 3500-4500 Kelvin slim-line tubes. Only 600 watts connected load. Includes noise-free, double-rubber cushioned, built-in ballast units; heavy-duty jumper cord connections; instant start high-voltage striking circuit. Uses pre-focused individual alzac parabolas. Rotates 360 degrees. Tilts 170 degrees. Noiseless controls.

TYPICAL TV STUDIO-PROVED FLOOR PLANS AND CEILING ARRANGEMENT FOR RCA LIGHTING SYSTEMS

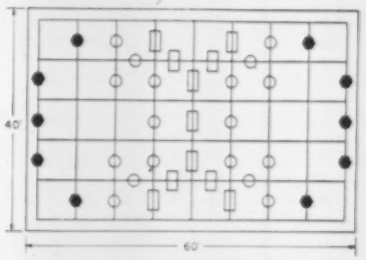


For a small interim-type studio, 21 feet x 35 feet. This plan more than meets the minimum lighting requirements of 200 foot candles and a contrast range of 2-to-1.

NO. REQD		SYMBOL
1	HI-INTENSITY FLUORESCENT BANK	□
4	INCANDESCENT FLOOD-LITES	○
2	CONTROLLABLE SPOT-LITES	●



Cross-sectional view of a TV studio, showing RCA's inverted pyramid-type of lighting. This system delivers unobstructed light to every point in the studio.



For the average-size studio, 40 feet x 60 feet. This plan more than meets the minimum lighting requirements of 200 foot candles and a contrast range of 2-to-1.

NO. REQD		SYMBOL
11	HI-INTENSITY FLUORESCENT BANKS	□
18	INCANDESCENT FLOOD-LITES	○
10	CONTROLLABLE SPOT-LITES	●

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Telestatus

Allocation Roundup

(Report 75)

By LARRY CHRISTOPHER

ROUNDUP SURVEY of briefs and comments on FCC's proposed television reallocation proceeding revealed last week that:

• The majority of stations and applicants want VHF channels rather than "potential" and "paper" UHF channels, and will swap a couple of UHFs readily for one VHF facility.

• Many criticize FCC's proposed reallocation as unrealistic because the economic factor is not given sufficient weight in the "geographical" distribution of channels.

• Most believe reliable UHF service is still years away.

• A number vigorously oppose intermixture of VHF and UHF channels on ground undesirable competitive situation would result and public would not take to UHF as long as an acceptable VHF signal were available.

Large portion of the comments on FCC's reallocation proposal were filed at deadline on Aug. 26 [BROADCASTING, Aug. 29]. All of the briefs will be considered during the Commission's extensive TV hearing, to commence Sept. 26. Up until Sept. 12 the Commission is accepting replies to the industry comments now on file.

The clamor for VHF channels was heard particularly in the eastern part of the country. Because of short distances between large metropolitan areas, FCC found it had to substitute UHF channels in order to provide for competitive, multiple services. However, the cry for VHF also came from stations or applicants in rugged terrain areas or who wanted to provide wide rural service.

A number of requests also were made to amend FCC's proposal to set high minimum coverage standards for VHF service. Some cities, it was explained, because of their irregularity of shape or situation simply couldn't be served completely with the quality of signal the Commission wants. It was recommended that the Grade B service limit be reduced to 90% of the metropolitan area rather than 100%, and that coverage requirements generally be based on the natural needs of a city rather than non-flexible rules.

General favor also has been expressed for use of synchronization or offset carrier operation and use of directional antennas in situations where they may aid coverage or reduce interference.

Plea for "freedom of engineering" was made by Raymond M. Wilmotte, Washington consulting engineer, in his observations. For FCC to tell the engineer what technical performance is required is proper, Mr. Wilmotte said. But "that he should be told how to achieve that performance is relieving him unnecessarily of initiative and responsibility."

In view of uncertainty about color and technical standards for UHF, and the general opinion that UHF won't be ready for some years, Mr. Wilmotte urged that: (1) The VHF band be expanded to its utmost at present, using offset carrier operation and low power in small cities to reduce separation; (2) UHF standards not be set now, but further hearings be held; (3) every possible facility and assistance be provided for UHF experimentation. Should FCC not wish to do this, he urged consideration of his Polycasting system for adequate UHF coverage [BROADCASTING, Dec. 6, 1948].

Allen B. DuMont Labs contended FCC's VHF-UHF allocation policy is governed "by two principles which are inconsistent with a stable equitable and practical national system of television broadcasting." These were said to be retention of certain assignments in a given area solely because of grants made before the freeze, and the "geographical distribution" of VHF channels.

DuMont indicated national allocation must be based on reasonable engineering standards to protect reception quality, must avoid intermixture of VHF and UHF, and must provide for at least four VHF services in large cities to insure competition. That VHF and UHF must be intermixed to provide competition "is an economic fallacy," DuMont said. It recommended its allocation plan, announced earlier [BROADCASTING, Aug. 22].

Paramount Television Productions takes a divergent view on intermixture. Although holding FCC's "concentration upon geographical objectives and its apparent exclusion of economic considerations are likely to defeat the development of a competitive nationwide television service," Paramount said it opposed the "separation of UHF and VHF services to the extent proposed by the Commission and supported by other members of the industry."

While expressing no doubts as to ultimate "technical feasibility" of UHF, Paramount recognized UHF is still in the developmental stage and that continued development hinges in intermixture. It was explained mass production and technical progress of any product occurs only when sufficient market exists. Thus to support the high cost of UHF progress, the service must develop in the large metropolitan areas of the country just as VHF now is doing. It was noted that none of these large cities have UHF proposals.

Philco Corp., admitting many technical problems must be overcome for UHF, pressed for unfreezing of VHF since "the public interest will be best served by getting television stations actually on the air and broadcasting . . . as soon as possible." It was noted that VHF equipment is generally available and hence no reason to wait. Philco agreed to 6-mc channels for UHF.

Federal Telecommunications Labs, IT&T subsidiary, had a comment of interest on the problem of UHF equipment having sufficient power at the present time. Federal said it is prepared to "offer with reasonable promptness combinations of transmitting equipment and antenna suitable for operation on Channels 14 to 35 (in the event that the low frequency limit of the band is set at 470 mc) or on Channels 14 to 30 (in the event that the . . . limit . . . is set at 500 mc) with effective radiated power of 10 to 100 kw, but still capable of satisfactory broadcast coverage in communities." It did not define "promptness."

Westinghouse Electric Corp. and Westinghouse Radio Stations Inc. submitted reports on its system of Stratovision telecasting to bring the record up to date from the last TV hearing. Westinghouse urged use of synchronization or offset carrier operation to reduce station separation.

Aside from its comments on the color question (see page 52), the Joint Technical Advisory Committee of the Radio Mfrs. Assn. and Institute of Radio Engineers, felt television should have "at least" as many channels as the other broadcast services and that UHF space above Channel 55 should therefore be opened up. AM has 106 channels and FM 100, it was pointed out.

To minimize receiver problems, JTAC continued, channels for the same service areas should be "grouped." It was recommended that allocations within any given area be made in a block of alternate channels (that is, 12 mc apart). JTAC also felt FCC should recommend adoption of a standard intermediate frequency for receivers—perhaps 41.25 mc, as proposed a short time ago by RMA.

JTAC also reported tests which showed, among other things, that the advantage of synchronous operation over non-synchronous operation is about 14 decibels, while the advantage of carrier offset over non-synchronous operation is about 18 db. Tests were also cited to show that a desired-to-undesired signal ratio higher than 40 db is required by "a large majority" of observers—40 db, it was said, is acceptable to only about 20% of the people, and 52 db is needed to satisfy 90% of the people at the edge of Class A service.

Don Lee Broadcasting System, operating experimental stations KM2XBD (W6XAO) and W6XNO Hollywood, presented detailed report on its projects. Brief included observations and illustrations on airborne and seaborne transmissions.

Television Research, Washington, program and market research firm, cited omission of the economic factor in FCC's allocation plan. It urged that size of community and competition between stations be considered.

Assn. of Land Grant Colleges also has petitioned for reservation of UHF channels for educational purposes.

Comments on Proposed Allocation

COMMENTS on FCC's revised proposed TV allocation plan, filed by stations and applicants with the Commission at deadline Aug. 26, are here presented in summary form. List does not include comments previously reported.

ALABAMA

WSGN Birmingham—Substitute Ch. 10 for 6.

Mobile—WTOK Meridian, Miss., delete Ch. 5 and switch to Meridian.

Mobile—WJBO Baton Rouge, La., delete Ch. 13 and switch to Baton Rouge.

ARKANSAS

KFSA Fort Smith—Substitute Ch. 9 and 13 for 16 and 18.

CALIFORNIA

California State Communications Advisory Board—Approves purposed reallocation of Ch. 4 and 5 for use in California only in Los Angeles and San Francisco areas as this will permit engineering of public safety service system on non-interference basis.

KERN Bakersfield—Add Ch. 6.

Chico—McClatchy Bcstg. Co., add Ch. 3.

Chico—Twentieth Century-Fox of California, delete Ch. 12, add 8.

Fresno—Pacific Bcstrs., add Ch. 3.

KARM Fresno—Add Ch. 3.

KMJ Fresno—Add Ch. 3 and 10.

Long Beach—John H. Poole, licensee experimental KMA2XAZ, add 15, 25, 37, 39 or 41.

KVCV Redding—Add Ch. 8.

Sacramento—Twentieth Century-Fox of California, substitute Ch. 13 for 10.

Sacramento — Television California, applicant at San Francisco, would delete Ch. 10 or limit it to maximum 10 kw at 500 ft.

KFBK Sacramento—Add Ch. 2 and 12.

San Diego—Pacific Bcstg. Co., add Ch. 12 and delete from Tiajuana, Mexico.

San Diego—Television Bcstg. Co., add Ch. 10. Add Ch. 12 to Tiajuana. Proposes that Ch. 14 and 16 not be assigned in U.S. near Baja California border, but they be reserved for Mexican use. Propose UHF as well as VHF

(Continued on page 61)

WSAZ-TV MEET

Rosene Named Gen. Mgr.

MARSHALL ROSENE, formerly station director of WSAZ Huntington, W. Va., was named general manager of WSAZ-TV at the annual meeting of corporation stockholders Aug. 25. He succeeds Howard Chernoff, general manager of the San Diego, Calif., *Journal*.

Col. J. H. Long was elected president of WSAZ Inc., succeeding Capt. John A. Kennedy, editor and publisher of the San Diego *Journal*, who became first vice-president. Col. Long, chairman of the board of the Huntington Publishing Co., had been vice-president. Laurence H. Rogers II is station manager.

According to Mr. Rosene, WSAZ-TV will be in operation on Channel 5 by Nov. 15. Complete video equipment, including 5 kw transmitter, has been contracted for with RCA. Plans also call for three-bay bat-wing super-turnstile antenna atop a 309-ft. steel tower.

NEW officials of WSAZ Inc., Huntington, W. Va., include Col. J. H. Long (l), president, and Marshall Rosene, general manager. Election of new officials was followed by announcement WSAZ-TV would be in operation by Nov. 15.

* * *

Film Report

TELESCRIPTIONS, 823 Victor Bldg., Washington, D. C. currently preparing series of 20-second animated spots for **Interstate Building Assn.**, same city. Characters in series are familiar squirrel, camel and polar bear used by Interstate in their newspaper and transitads. Savings habits of animals portray company's theme "Planned Savings Work Magic." Agency: **Van Sant, Dugdale Inc.**, Baltimore. Same company produced unusual spot for **Phillip's Television, Radio and Appliances**, Baltimore. Cartoon shows crowd watching newscast on corner of city building, take-off on Trans Lux News signs. Cleverly done newscast appears to run along one side of building, around corner and across front. Flash enumerates many features to be enjoyed on television and then advertises sets available at Phillips. Agency: **I. T. Cohen**, Washington. **Ed Hopper** is enterprising young man behind Telescriptions.

Telefilm Inc., Hollywood, producing western fashion film short for TV, featuring singer Ginny Jackson. Film may be incorporated into firm's *Roving Camera* series or sold separately. . . . **Hal Roach Television Corp.**, Culver City, Calif., making series of one-minute TV spot commercials for **Wander Co.**, Chicago (Ovaltine), for national distribution. Agency: **Hill Blackett & Co.**, Chicago. . . . **Telemount Productions**, Los Angeles, doing series of 13 musical films featuring Terrea Lee, singer. First series now in production to be three and one-half minute open-end; second to be eight and one-half minute. National sponsorship sought.

Marvin Miller has been signed to do narration for series of Ford television commercial films being produced by **United Productions of America**, Burbank, Calif. . . . Three thirty-minute documentary films are being produced by **Harry Lehman**, Los Angeles, for **California State National Guard**. Films to be used as recruiting aid will be on three California TV stations.

Video Films, Detroit has completed series of television commercials for **DeSoto-Plymouth Dealers**, same city. Split-frame technique is used with slogan "The car designed with you in mind" in lower part of picture and auto model in top. Copy eliminates use of narration. Firm also produces spots for **Ford Motor Co.**, **Pfeiffer Brewing Co.**, **Detroit Edison Co.**, **National Bank of Detroit** and **Norge Division** of Borg-Warner.

Candy Lu trademark figure of **Edgar P. Lewis & Sons** candy firm, Malden, Mass., is being used as marionette in "Candyland" settings for series of TV commercials for that firm. **Barbara Keane**, radio director, and **Len Sanderson**, art director of **Alley and Richards** agency, Boston, supervised production. Three films are being telecast in Boston. . . . **Jerry Fairbanks Productions**, Hollywood, making series of animated video commercials for **Petri Wine**. Agency: **Young & Rubicam**, Hollywood.

Filmack Trailer Corp., Chicago, releasing three-quarter minute sound-on-film spots prepared for **Underwriters Labs**, also Chicago, to be telecast nationally during Fire Prevention Week next month. Firm offering film to stations, along with trailer piece which lists sponsoring organization, either police or fire department. Same firm is working up TV shorts giving telephone of local police and fire departments.

KECA-TV OPENING

Union Pacific To Sponsor

UNION PACIFIC Railroad will sponsor the 45-minute Sept. 16 opening night variety show of KECA-TV, Hollywood television station of ABC, according to Robert F. Laws, ABC Western Division sales manager.

In addition, opening night also will consist of telecast of the UCLA-Oregon State college football game later that night, co-sponsored by Hoffman Radio & Television Corp. and Los Angeles Dodge Dealers Assn.

Extensive pre-promotion activity by the station is currently underway, including the following: Two and one half million matchbooks listing the USC-UCLA football games and dates they may be seen on station; lobby displays in key department stores; 25 24-sheet billboards; 2,000,000 schedules of the games; courtesy announcements daily on KECA-AM; 300 bus and street car cards; 650 window displays for Hoffman and Dodge Dealers; 2,000 easel cards for bars throughout the city.

When station takes to the air, Los Angeles will become the first and only city with seven TV stations operating. Owned by ABC, it will be the network's fifth owned station.

HEADLEY-REED

Will Represent WJAC-TV

WJAC-TV Johnstown, Pa., owned and operated by the *Johnstown Tribune*, has appointed the Headley-Reed Co. as its exclusive national representative.

The station, on channel 13, is now on test pattern, and will start regular programming on Sept. 15. It is affiliated with NBC, CBS, ABC and DuMont.

LONG, ZACHARY

Named by GN&G

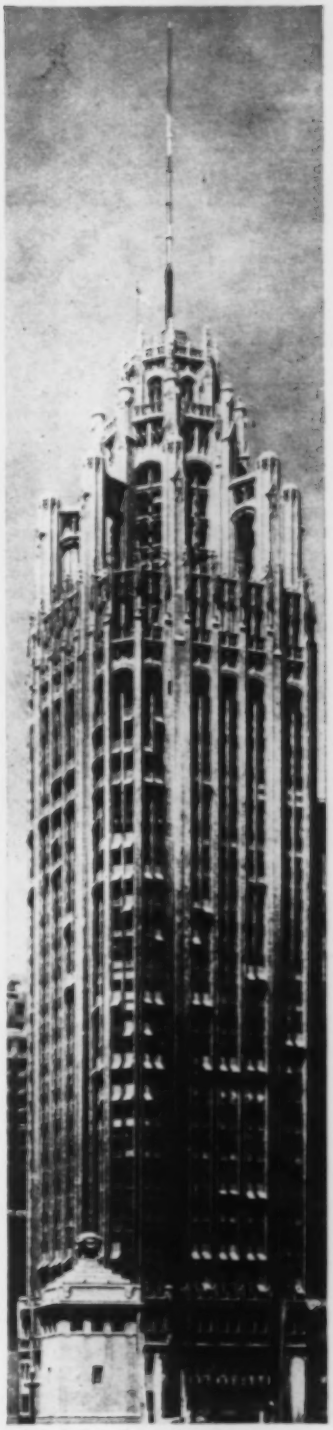
FREDERICK A. (Ted) Long has been named director of radio and television, and George Zachary appointed associate director of the department for Geyer, Newell & Ganger, New York. B. B. Geyer, president, made the announcement last week [CLOSED CIRCUIT, Aug. 29].

Mr. Long joined the agency in 1946 as radio production manager and has been serving as assistant director of radio and television. He was previously with BBDO.

Mr. Zachary resigned as television producer and director at CBS to accept his new appointment. Prior to CBS he was with Kenyon & Eckhardt, New York, as producer and director of *The Ford Theatre* on CBS.

COMPLETE studio facilities of WHEN (TV) Syracuse, N. Y. were moved to grounds of New York State Fair for entire week of exposition.

THE SKY IS THE LIMIT



TRIBUNE TOWER—CHICAGO

COMPLETE erection of 12 tons of supporting steel and FM-TV antenna — 500 feet above street level.

ERECTION OF FM AND TV ANTENNAS AND TOWERS

B D N
STEEL ERECTING CO.
82 W. WASHINGTON ST.
Phone: FInancial 6-3496
CHICAGO 2, ILLINOIS

Patents

(Continued from page 52)

systems and equipment." Text of the order:

Any person a party to this hearing who owns or has the right to sublicense inventions relating to television transmitters or receivers for either monochrome or color transmissions which are described and claimed in one or more patent applications now pending in the U. S. Patent Office shall file with the Commission an abstract of each such pending patent application setting forth the Patent Office filing date and serial number of the application and a brief statement of the purposes of the invention and the devices or operations claimed therein.

Also each abstract shall be accompanied by a Power to Inspect the related pending patent application at the U. S. Patent Office by the Commission's Acting Chief Engineer (John A. Willoughby) or his nominee. These abstracts and Powers to Inspect must be filed on or before the opening date of the hearing or such later date as the Commission may by order provide.

The Commission's letters to RCA and CBS requesting engineering data on their respective color systems came Tuesday, one day after Color Television Inc. recommended that substantially the same course be followed. CTI said it was unable, on the basis of the data which RCA and CBS offered, to prepare any comments or counter proposals with respect to them.

Date Causes Speculation

The fact that FCC gave CBS and RCA until Sept. 6 to submit supporting technical data led to speculation that the Sept. 12 deadline for comments on original proposals would be postponed—at least insofar as comments on the CBS and RCA plans are concerned.

Emerson President Abrams' complaint against the RCA announcement of its color system was leveled during a news conference in New York. He contended that color publicity is hurting sales and employment and is depriving potential purchasers of TV sets of the enjoyment of the present "very satisfactory stage" of television.

"Color," Mr. Abrams said, "is of great interest to the industry as a step in an important service already accepted by the public. Emerson is interested in seeing its development, but it would be tragic if standards adapted now were later found to be wrong, as we'd have to live with them for many years. Before a standard is chosen, every possible system should be carefully explored, and the one adopted by FCC should be one for which it is possible to produce economical receivers.

"This latest step (RCA system) is in the right direction because it does not obsolete present receivers . . . what bothers manufacturers is the reception of color programs on present receivers, for which the kind of attachments that will be necessary will cost anywhere from $300 to $500 to build. Color receivers built to receive both color and black and white, will cost in the neighborhood of $1,000."

Hopes for Abandonment

Mr. Abrams expressed the hope that FCC would abandon the idea of the currently publicized system until such time when "the art has progressed to the point that when standards are fixed, manufacturers can produce color receivers in reach of the masses."

He believed that the amount of color broadcasting would be only in the same ratio as that of Technicolor motion pictures to black and white.

With caustic reference to Sen. Edwin C. Johnson he expressed regret that "an individual from Colorado, where there is no television, takes it upon himself to push FCC into adoption of a color system."

"Senator Johnson," he pointed out, "may require more enlightment before he can appreciate that you can't push a button and have color video appear overnight. It has to travel the hard road of science before it becomes reality."

He believed that 1953, "and I name that year with tongue in cheek" would see "a remote possibility" of color availability, but certainly not before that. Also, he warned, color would be far higher priced than black and white.

The added cost of equipment for color broadcasting will not be great, Mr. Abrams replied to a question, but production costs will be higher, and will send video broadcasters "even farther into the red than they are now."

He charged that the "prematurely released information" was influenced by the advent of the allocations hearings next month and by Sen. Johnson's accusations that the industry was holding back on color.

Asked if he thought the released information immature because of scientific or economic reasons, he answered that the RCA system is still in a laboratory stage and not a perfect system. He admitted not having seen it, "although we understand it," but said he saw "a similar system on 12 mc in 1947." The RCA system operates in 6 mc, and is said by RCA officials to be materially different from the one described to FCC in the color hearings two years ago.

FRANKIE REARDON, daughter of Frank Reardon (r), president of CBS affiliate KBOW Butte, Mont., gets a taste of performing before the CBS television cameras during the Reardons' recent visit to the network's video studios in New York.

KRLD-TV PLANS

Antenna Due This Month

SHIPMENT of heavy-duty low-band television antenna will be made to KRLD-TV Dallas late this month, according to Paul L. Chamberlain, sales manager for General Electric Co.'s sales division.

KRLD-TV expects to open officially Nov. 15 on Channel 4. Transmitter and studio equipment also were purchased from GE by station's owners, KRLD Radio Corp.

WTVN (TV)

Joins ABC-TV Oct. 1

WTVN (TV) Columbus, Ohio, will affiliate with ABC-TV, effective Oct. 1, the network announced last week.

The station, owned by Picture Waves Inc. and starting commercial operation Sept. 29, is a metropolitan class station operating on Channel 6, and is managed by John Rositer. WTVN also is an affiliate of DuMont.

Station has named Headley-Reed Co. exclusive national representatives.

NAB ON VIDEO

To Use Rorabaugh Reports

USING the monthly Rorabaugh Reports on television advertising as a base, the NAB will compute the dollar expenditures of advertisers for video time and will use monthly statements of the total volume for each class of TV business—network, national and regional spot, and local.

Dr. Kenneth Baker, research director of NAB and acting president of BMB, said that the information on sponsored TV programs and announcements reported to the Rorabaugh organization by video networks and stations will be turned over to the NAB research staff for computation and analysis. Figures will be reviewed periodically and adjusted semi-annually.

In addition to the monthly totals for the various types of TV advertising, NAB expects to publish special studies periodically. Also planned is an annual report covering all TV advertisers and their individual expenditures for video time.

NAB will issue shortly its first monthly report, covering July TV business. The researchers plan to compute such figures back to January first, so that at the end of the year the annual report will cover all TV time purchases in 1949.

DON LEE VIDEO

Policy Changes Announced

MAJOR policy changes affecting operations of KTSL (TV) Hollywood—television outlet of the Don Lee Broadcasting System—were announced Aug. 31 by Charles L. Glett, vice president in charge of television.

Six points are covered in the realignment, effective Sept. 12: (1) Station will telecast Monday through Friday instead of Thursday through Monday as currently prevails. (2) Mt. Lee, current site of most program production, will be closed down and all studio program operations will be housed at the Don Lee studios in Hollywood proper. (3) All program packages being considered will be given only one live airing, film-recorded and turned over to the sales force for presentations. Preceding actual presentation over the station, programs will be close circuited before audiences that will be asked to fill out preview cards as is done in motion picture sneak previews. After revision program will then be film recorded.

(4) Before end of year, launching of workshop largely peopled by motion picture personnel who will develop live and film presentations.

(5) Expanded remote activity planned with increase of remote trucks to three for more fluid coverage of sports, special events and other remote programming. (6) Intensification of color research by Don Lee [BROADCASTING, Aug. 29].

ONE MINUTE T. V. FILM COMMERCIALS
for only $150.00
PRICE INCLUDES
Artful Production—
Animated tricky titles—
Effective Illustrations—
With Off-screen voice and music.
35 MM
16 MM
Additional Prints At Lower Cost
Write For Circular Or Phone
FILMACK
1328 S. Wabash, Chicago, Ill.
Phone HArrison 7-3395

Comments

(Continued from page 58)

channel assignments to Mexico and Cuba be specified in allocation table by number as they are for U.S. and Canada.

City of San Diego—Opposes any rule which would switch Ch. 10 to Tiajuana.

San Francisco-Oakland — Twentieth Century-Fox of California, to assure grants on Ch. 9 and 11 would make following changes: Sacramento, delete 10 and add 13; Reno, Nev., delete 13 and add 10; Chico, delete 12, add 8.

San Francisco-Oakland — McClatchy Bcstg. Co., add Ch. 13.

San Jose—Standard Radio and Television Co., add Ch. 13.

San Jose—Bcstg. Corp. of America, ex-Ch. 1 permittee at Riverside, asks Ch. 13 be restored. President of firm, W. L. Gleeson, is majority stockholder in FM Radio and Television Corp., San Jose applicant for Ch. 13.

KVEC San Luis Obispo—Add Ch. 3.

CONNECTICUT

WKNB New Britain—Add Ch. 43.

New Haven—See Philadelphia.

DELEWARE

Wilmington—WMAL-TV Washington and WJZ-TV New York urge WDEL-TV Wilmington be given Ch. 8.

WAMS Wilmington—Delete Ch. 7 and substitute Ch. 39 now assigned Vineland, N. J. This would give three UHF channels there and thus equalize competitive situation.

WDEL-TV Wilmington—If no better UHF assignment possible than that proposed by FCC, will accept Ch. 7 using DA and increased power. Rather have Ch. 8.

ILLINOIS

WTAD Quincy—Switch Ch. 10 from Carthage.

Springfield—Sangamon Valley Corp., add Ch. 8.

INDIANA

WIRE and WISH Indianapolis—Substitute Ch. 2 for 45.

WLOI La Porte—Endorses comments of William H. C. Higgins.

La Porte-Michigan City—William H. C. Higgins, add Ch. 28.

WSBT South Bend—Switch Ch. 11 from Chicago.

WTHI Terre Haute—Substitute Ch. 3 for 13 for 28 and 39.

IOWA

KSTT Davenport—Restore Ch. 2.

KGLO Mason City—Switch Ch. 12 from Charles City and substitute for 39.

KENTUCKY

WHAS-TV Louisville — Proposed changes are desirable, especially re Ch. 9 as will lessen interference.

WKLO Louisville—Substitute Ch. 3, and 9 for Ch. 5, 9, 29 and 31.

LOUISIANA

WJBO Baton Rouge—First proposal: Switch Ch. 7 from New Orleans; second: Switch Ch. 7 from New Orleans and Ch. 13 from Mobile, Ala.

MAINE

Augusta—See Worcester, Mass.

Bangor—See Providence, R. I.

Portland—See Providence, R. I.

MARYLAND

WAAM Baltimore—Because of interference on Ch. 13 with WJAC-TV Johnstown, Pa., suggest substitution of Ch. 6 there.

WCAO Baltimore — Oppose limited VHF allocation of only three channels; however if can't get more without depriving other city, then should get two UHF or more channels.

MASSACHUSETTS

Boston—New England Theatres Inc., in view of reallocation wants four or more VHF channels there.

WCOP Boston—Add Ch. 9 and 13.

WHDH Boston—Add Ch. 9 and 13.

WSAR Fall River—Add Ch. 13.

WHYN Holyoke—Add Ch. 8 to Holyoke-Springfield area.

WLAW Lawrence—Add Ch. 9.

WBRK Pittsfield—Add Ch. 13.

Quincy—Chamber of Commerce, supports WJDA Quincy proposal.

WJDA Quincy—Add UHF channel there.

WTAG Worcester—Substitute Ch. 10 for 43 by substituting 43 for 9 in Manchester, N. H., 12 for 11 in Providence, R. I., and 3 for 10 in Augusta, Me.

MICHIGAN

Detroit — United Detroit Theatres Corp., add Ch. 5 and 11.

WWJ-TV Detroit — Notes that FCC plans to leave Ch. 4 both here and in Cleveland. Because of interference proposes that Ch. 8 be given WNBK Cleveland.

Gladstone—See Green Bay, Wis.

Grand Rapids—ABC, would substitute Ch. 12 for 7, WLAV-TV Grand Rapids assignment.

Iron Mountain and Marquette—See Green Bay, Wis.

WSAM Saginaw—Add Ch. 11 to Saginaw-Bay City area.

MISSISSIPPI

WTOK Meridian—Substitute Ch. 5 for 36, deleting 5 from Mobile, Ala.

MISSOURI

KFEQ St. Joseph—Substitute Ch. 7 for 9 at Kansas City, switching 9 to St. Joseph.

St. Louis—220 North Kingshighway Inc., approves proposed reallocation.

NEVADA

Reno — Twentieth Century-Fox of California, delete Ch. 13, add 10.

KOH Reno—Proposes Ch. 8 and 13 in lieu Ch. 3, 13, 14 and 16.

NEW HAMPSHIRE

WTSV Claremont — Switch Ch. 31 from Concord.

Manchester—See Worcester, Mass.

WWNH Rochester—Switch one of two UHF channels from Portsmouth.

NEW JERSEY

WKDN Camden—Opposed allocation of only one VHF channel to state.

WATV Newark — Asks editorial amendment of allocation rule so as to substitute designation of its Ch. 13 as New York-Northern New Jersey instead of Newark.

WVNJ Newark—Could add Ch. 29, 33, 37 or 43.

WCTC New Brunswick—Supports allocation of Ch. 48.

WDHN (FM) New Brunswick—Add Ch. 52.

WPAT Paterson—Add Ch. 35.

WTOA (FM) Trenton—Objects fact no VHF allocation there.

WTTM Trenton—Opposes fact no VHF allocation there.

Vineland—WAMS Wilmington, delete Ch. 39 and switch to Wilmington.

NEW YORK

Albany—Meredith Champlain Television Corp., add Ch. 6, 10 and 12 to Albany-Troy-Schenectady area.

WROW Albany—Retain Ch. 7 and 11 for Albany-Troy-Schenectady.

WHCU Ithaca—Switch Ch. 8 from Syracuse and substitute Ch. 10. Ch. 8 would replace 37 at Ithaca.

Rochester—Meredith Pub. Co., add Ch. 10.

WHAM-TV Rochester—Operating on Ch. 6, FCC would change to Ch. 5. Cost of change would run $20,000-30,000 plus loss of service two-four weeks. No alternative given.

WHEC Rochester—Add Ch. 10, switching from Syracuse and substituting Ch. 6.

WSYR-TV Syracuse—Opposes FCC proposal to substitute Ch. 3 for its Ch. 5. Will lose time and $25,000-50,000. If must switch, asks CP be issued now for Ch. 3 as can do no further work for Ch. 5 operation.

WTRY Troy—Switch Ch. 10 from Syracuse.

NORTH CAROLINA

WBTV Charlotte — Opposes Ch. 4 at Columbia, S. C., and would substitute Ch. 8 for 2 at Greensboro because of interference to its Ch. 3.

WDNC Durham—Add Ch. 5.

WFMY-TV Greensboro — Re WBTV Charlotte proposal to cancel interference, points out both stations operating and would be unfair to ask one to change. Same does not apply to assignments not made.

WGTC Greenville—Add Ch. 7 or other suitable VHF channel.

WPTF Raleigh—Add Ch. 5, substituting Ch. 12 for 5 at Wilmington.

NORTH DAKOTA

KSJB Jamestown—Add Ch. 11.

KGCU Mandan—Switch one VHF channel from Bismark.

OHIO

Cleveland—WSAS Pittsburgh, switch Ch 11 to Pittsburgh. Also see Detroit.

WXEL Cleveland—Agrees to FCC's proposed substitution of Ch. 11 for 9.

Toledo—Toledo Blade Co., opposes proposed allocation of Ch. 13, 39 and 43 on grounds intermixture would result in monopoly for VHF station.

WSPD-TV Toledo—Pointed out co-channel interference on Ch. 13 between it and WHIO-TV Dayton, suggested substitution of VHF channel to remedy. Closest possible said to be Ch. 12, but proposed rules and standards may preclude.

WHIZ Zanesville—Substitute Ch. 11 for 12 in Charleston, W. Va., and switch 12 to Zanesville.

OKLAHOMA

Oklahoma City — Southwestern Pub. Co., add Ch. 5.

Tulsa—Southwestern Pub. Co., add Ch. 8.

PENNSYLVANIA

Allentown—Penn Allen Bcstg. Co., if UHF substitutions made there not workable at present time, must restore Ch. 8.

Allentown-Bethlehem-Easton—WSAN Allentown and Easton Pub. Co., oppose deletion of Ch. 8 which they propose to use on share-time basis.

WFBG Altoona—Add Ch. 10.

WEST Easton—Add UHF channel.

WERC Erie—Opposes FCC proposal to allocate Ch. 12 and 45 and omission of Ch. 3, which it seeks.

WKBO Harrisburg—Add UHF channels.

WAZL Hazleton—Supports proposed allocation of Ch. 38.

WGAL-TV Lancaster—Supports allocation of Ch. 4, which it's assigned.

Philadelphia—Chamber of Commerce, restore Ch. 12, allocate fifth VHF.

Philadelphia—Daily News Television Co., restore Ch. 12 and add Ch. 8.

WFIL-TV Philadelphia—Proposes that WNHC-TV New Haven, Conn., not be changed from community to metropolitan station; if WNHC-TV operation on Ch. 6 so changed, it be required to install DA to protect WFIL-TV.

WIP Philadelphia—Add Ch. 12.

KDKA Pittsburgh—Switch Ch. 7 from Wheeling, W. Va.; switch Ch. 6 and 13 from Johnstown, substituting Ch. 11.

KQV Pittsburgh—Switch Ch. 13 from WJAC-TV Johnstown, substituting Ch. 6.

WCAE Pittsburgh—Switch Ch. 6 from Johnstown, substituting UHF channel there, and switch Ch. 7 from Wheeling, W. Va., substituting UHF channel; also add Ch. 11 with DA.

WJAS Pittsburgh — Switch Ch. 11 from Cleveland.

WWSW Pittsburgh—Warns of worse condition with VHF-UHF intermixture.

WHUM Reading—Opposes deletion of Ch. 5; add Ch. 8 or 12.

WRAW Reading—Add UHF channel.

WGBI Scranton—Add Ch. 47 and 49.

WQAN Scranton — Add two UHF channels.

WILK Wilkes-Barre—Must have VHF channel because of terrain.

RHODE ISLAND

Providence—See Worcester, Mass.

WPRO Providence — Add Ch. 13. Would provide by substituting Ch. 3 for 12 at Bangor, Me., and switching 12 to Portland, Me., releasing 13.

SOUTH CAROLINA

Columbia — WBTV Charlotte, N. C., opposes Ch. 4 here.

WFBC Greenville—Switch Ch. 7 from Columbia.

TENNESSEE

WJHL Johnson City—Substitute Ch. 8 for 16.

WKPT Kingsport—Add Ch. 7.

TEXAS

Austin—Morrison Construction Co., notes no VHF channels in capital of state.

Brownsville—Brownsville Television Co., switch Ch. 4 and 9 to McAllen and Harlingen respectively, switch Ch. 26 and 14 to Brownsville from McAllen and Harlingen respectively.

Galveston—Galveston Television Co., add Ch. 4.

Houston—KPRC, KTRH, KXYZ and Texas Television jointly, submit four alternative plans whereby could assign Ch. 2, 7, 9, 11 and 13 in lieu FCC proposal of 2, 8, 11 and 13.

Harlingen—Harlingen Television Co., swap Ch. 14 with Brownsville for Ch. 9.

Longview—East Texas Television Co., add Ch. 7.

McAllen—McAllen Bcstg. Co., add Ch. 12.

McAllen — McAllen Television Co., swap Ch. 26 with Brownsville for Ch. 4.

Midland, Tex. — Midland Television Co., add Ch. 7.

UTAH

KOVO Provo—Substitute Ch. 9 or 13 for 21 and 24.

VIRGINIA

WCYB Bristol — City should be included with Bristol, Tenn., in allocation table.

Charottesville—J. Deering Danielson, add Ch. 12.

WINA Charlottesville — Add VHF channel in lieu of UHF proposal, or add additional UHF channel.

WTVR Richmond—Reserves right to protect its Ch. 6 assignment.

WINC Winchester—Substitute Ch. 12 for 25.

WASHINGTON

KXRO Aberdeen — Substitute Ch. 13 for 22.

KVOS Bellingham—Substitute Ch. 10 for 21 and 23.

KGY Olympia — Substitute Ch. 2 for 18.

WEST VIRGINIA

Charleston—WHIZ Zanesville, Ohio, substitute Ch. 11 for 12.

WTIP Charleston — Requests Ch. 2 now assigned experimental W8XGZ.

Wheeling—WCAE Pittsburgh, switch Ch. 7 to Pittsburgh and substitute with UHF. Also see Pittsburgh.

WBTH Williamson—Add Ch. 44.

WISCONSIN

WHBY Green Bay—Two proposals offered: First—add Ch. 11 and 13 by deleting 11 at Marquette, Mich. (substituting Ch. 10) and deleting 13 at Gladstone, Mich. (substituting Ch. 5); second—add Ch. 9 and 11 by substituting Ch. 10 in Marquette for Ch. 5 which in turn is substituted for Ch. 9 in Iron Mountain, Mich.

WJPG Green Bay—Add Ch. 11 and either 9 or 13 as above.

WLIN Merrill—Add VHF channel there for rural service.

CROWNED "Miss Tavern Pale of the Week" by Skip Kostman, account executive of W. B. Doner agency, Chicago, is model Penny Karno, winner of more than a third of 30,000 votes cast by WGN-TV viewers in the weekly beauty contest. Mr. Kostman is emcee of the contest telecast during intermission of local wrestling matches. Beauty of the year chosen Thanksgiving night will receive trip to Hollywood and $5,000 in merchandise. Miss Karno, confined to a hospital bed, received gifts there.

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GAB officers on tour of Boys Estate, home for underprivileged boys near Brunswick, Ga., are (l to r) Tom Carr, WGLS Decatur, vice-president; Russell MacMillian, 13-year-old Boys Estate "mayor," Wilton Cobb, WMAC Macon, director; John Fulton, WGST Atlanta, immediate past president, and Ed Mullinax, WLAG La Grange, president. The tour was part of two day activities at St. Simons, Ga.

* * *

GA. ASSN.

Discusses Giveaways At St. Simons

DISCUSSION of giveaways and phases of station operation topped the agenda Georgia Assn. of Broadcasters at its summer meeting at St. Simons Island, Ga., Aug. 25-27. Subjects covered a wide range from the FCC's action on giveaways to the status of farm shows.

The controversial FCC rulings on giveaways were discussed in detail but the GAB took no formal action. However, the feeling of the group was that the matter would eventually take care of itself, because giveaways have reached the point where "fabulous awards" hold listeners. GAB President Ed Mullinax, WLAG La Grange, told the broadcasters "radio did very well before giveaways and will do just as well without them if the shows are finally banned."

Following registration and informal meetings on Thursday (Aug. 25), the talks were led off Friday morning by Allen M. Woodall, WDAK Columbus, NAB Fifth District Director with a report on the NAB's reorganizational activities. Mr. Woodall also showed GAB members the BAB strip film "How to Turn People Into Customers," with John Fulton, WGST Atlanta, handling the commentary. Mr. Woodall expressed faith in the future of the NAB, saying: "NAB membership is something you really need. It will more than pay for itself in helping you solve your operating problems."

Point-by-Point Plan

Melvin Purvis, secretary-treasurer of the South Carolina Assn. of Broadcasters and owner of WLOS Florence, S. C., gave Georgia members a point-by-point plan for successful operation. He said "the program department is the most important department of your station," adding that a well-staffed program unit can assure a station's success.

Channing Cope, WCON Atlanta farm director and *Atlanta Constitution* columnist, reviewed farm programs. Mr. Cope said farmers are business men and are definitely interested in things other than hillbilly music. He suggested the broadcasters study their rural audience and plan informative programs to help the farmer in his problems. Luncheon on Friday featured Mrs. Margaret Davis Cate, Georgia historian and writer.

Saturday speakers were W. Wright Esch, President of the Florida Assn. of Broadcasters on "What Membership in the State Assn. Means to the Broadcaster," and James Burke, North China correspondent of *Time* and *Life*, on an off-the-record report of his observations in the Far East. Business sessions following touched upon GAB plans for increased activity, issuance of monthly news bulletins and representation at important business and civic meetings in the state. A banquet at the King and Prince Hotel was held Saturday night.

Frances Adams, Rich's, Atlanta; Jim Bailey, WAGA Atlanta; Fred Bell, The Katz Agency; Milton Bellah, WDAR Savannah; Alan Burke WGIG Brunswick; Tom and Dorothy Carr, WGLS Decatur; L. H. Christian, WRFC Athens; Wilton Cobb, WMAZ Macon; Channing Cope, WCON Atlanta; W. Wright Esch, WMFJ Daytona Beach, Fla.; John Fulton, WGST Atlanta; Howard Gilreath, WRQN Vidalia; Gertrude Gordon Rich's, Atlanta; Harry Harkins, The Katz Agency; W. G. Jones, WRQN Vidalia; Frederic L. Kea, WBGR Jessup; R. E. Ledford, WRQN Vidalia; E. F. MacLeod, WGGA Gainesville.

Frederick S. Miliken, WBGR Jessup; Ed Mullinax, WLAG LaGrange; Dorsey Owings, BMI; John F. Pidcock, WFRP Savannah; Charles Pittman, WBML Macon; Esther S. Pruett, WTOC Savannah; Dave Rankin, WDUN Gainesville; Ray Ringson, WRDW Augusta; Albert Sanders, WMAZ Macon; Hack Thesmar, WDAR Savannah; John Tobola, WAYX Waycross; Vic Vickery, SESAC Inc.; Ken White, WMOG Brunswick; Ben Williams, WFRP Savannah; Allen M. Woodall, WDAK Columbus; Bill Young, Lang-Worth; Thad Holt, WAPI Birmingham, Ala.; Al Lowe, WNEX Macon; Tom Gilchrist, WTMC Ocala, Fla.; Rex Rand, RCA, Atlanta; Carter Petersen, WCCP Savannah; Weldon Herrin, WCCP.

NAM Mulls

(Continued from page 30)

deal by which listeners can get their own name on each ball for $8.40 a dozen. The station gets $2 per order. "This is much more than we retain," says Edward A. Collins, president of the company.

His letter to stations quotes out of context from a letter he received from the editor of BROADCASTING, a possible implication being that the magazine did not object to the plan. [The letter, in response to a request by Mr. Collins for an opinion on the project, declared the request outside a trade publication's scope—Ed.]

Traditional ban on P. I. business among larger national magazines and daily newspapers was recalled by Jerome Sill, general manager of WMIL Milwaukee, in a letter to K. P. Torgerson, of Knox Reeves Advertising, Minneapolis, from whom the station had received a P. I. offer.

"It is very interesting that you use *Colliers*, *Look*, *American* and *Country Gentlemen*, etc.," wrote Mr. Sill. "When you tell me what kinds of P. I. deals on Art Instruction Inc., you make with these publications, I'll tell you what comparable deal WMIL will make with you."

WJAY Query

B. George Barber Jr., manager of WJAY Marion, S. C., submitted this query to Col. James K. Mooney, registrar, Riverside Military Academy, Gainesville, Ga.:

"Would the Southern Assn. of Secondary Schools (of which we presume Riverside is a member) approve your enrolling my son with the understanding that I pay you a certain amount for each course on which he received passing grades? Have the 'national magazines with well-established school departments' to which you referred, offered to carry your advertising on a per inquiry basis?"

Specialty Marketing Inc., 270 Lexington Ave., New York, has made inquiries about mail order advertising via radio or television for its TutchOn, a polishing cloth described as "the greatest labor-saver since the washing machine." The product retails for $1 under fair trade, according to Specialty Marketing, which has submitted its proposition to national spot representative firms.

Golden Peacock Co., Paris, Tenn., is contacting stations for its Ebonie Permanent Hair Straightener, via Manufacturers Advertising Co., 54½ Broad St., Charleston, S. C. The agency offers stations 65 cents per $1.98 order. "Sign the card right away and let's make a little money during this off-season," writes B. M. Middleton, vice president of the agency.

Lyco Inc., Box 1149, Miami 7, Fla., offers $1.10 for each $2.50 order covering Lycon, "an extremely effective asthma relief . . . approved by the Federal Pure Food & Drug Administration."

Brandy Mills Corp., 84 Franklin St., New York 13, has contacted stations for its "sparkling, glamorous and beautifully styled plastics and fine linens" as well as appliances. The company has analyzed direct-selling and gives these rules for success: "The product sold was a real buy for the consumer; it was a unit product selling from $1 to $5 net; there was an established demand for this type of merchandise." The firm offers unit combination deals covering the plastic materials, blankets, raincoats, shopping bags and towel ensembles.

Among other firms submitting P. I. offers are Wilson Brothers, Newsome, Texas; Allied Radio Adv. Assoc., New York; Storm Adv., Rochester, N. Y.; Grant & Wadsworth, New York, for Banclok; Hal Wilson Productions, Hollywood, insect lamp; Bob Hill Co., Manhasset, L. I.

Giveaway

(Continued from page 28)

action under Sec. 316 of the Communications Act.

They pointed out that the FCC a few weeks later issued supplemental notice of proposed rule-making, eliminating Sec. 316 as a statutory basis for the action in view of the fact that section had been removed from the Communications Act and incorporated in the Criminal Code as Sec. 1304 effective Sept. 1, 1948. It based its supplemental notice on other sections of the Communications Act.

The suits add that in oral arguments on the subject before the FCC Oct. 19, 1948 the Commission "did not present any arguments or adduce any evidence in support of its proposed rules."

NBC said it believed six of its programs fell within the FCC's definitions of lotteries, representing yearly billings of $3 million. ABC did not specify the number of its shows believed to be affected or the value of billings, nor did CBS.

Time Indefinite

Counsel for the networks did not estimate how soon the issue would come to test in court. It was pointed out, however, that the special statutory court to which the networks had appealed was designed to function swiftly.

It was believed probable that a hearing on the plea for a temporary injunction would be held before the Oct. 1 date set by the FCC for imposition of the rules.

Final adjudication of the issues, including the grave questions of the constitutionality of the FCC action, would probably be undertaken within a few months, it was believed.

Supreme Court test of the issues was regarded as likely. Appeal from a statutory court decision, unlike that from any other lower court, is direct to the Supreme Court. In the event the statutory court granted the temporary injunction, the FCC probably would appeal, it was believed. If the statutory court denied the temporary injunction, it seemed certain the networks would immediately appeal.

Network Clients for October

(Continued from page 24)

Sponsor	Program	Gross Time Charges October 1948	Network & No. Stations 1948	Network & No. Stations 1949	Hours per Week 1948	Hours per Week 1949
Christian Reform Church	Back to God	$23,243	MBS-251	MBS-263	½	½
Christian Science Publishing Society	News	$24,568	ABC-73	ABC-76	¼	¼
Chrysler Corp.	Sammy Kaye	—	—	ABC-	—	¾
Cities Service	Bands of America	$59,370	NBC-81	NBC-135	½	½
Club Aluminum	Club Time	$9,860	ABC-56	ABC-65	¼	¼
Coca Cola Co.	Edgar Bergen	—	—	CBS-165	—	½
Coca Cola Co.	Morton Downey	$88,555	NBC-141	NBC-144	¾	¾
Coca Cola Co.	Pause That Refreshes	$76,520	CBS-167	—	½	—
Coca Cola Co.	Spotlight Revue	$87,556	CBS-164	—	½	—
H. C. Cole Milling Co.	Ernie Lee	$5,124	MBS-65	—	½	—**
Colgate-Palmolive-Peet Co.	Dennis Day	$64,438	NBC-143	NBC-144	½	½
Colgate-Palmolive-Peet Co.	Judy Canova	$51,550	NBC-143	NBC-144	½	½*
Colgate-Palmolive-Peet Co.	Mr. & Mrs. North	$65,528	CBS-151	CBS-151	½	½
Colgate-Palmolive-Peet Co.	Our Miss Brooks	$82,585	CBS-151	CBS-152	½	½
Colgate-Palmolive-Peet Co.	Blondie	$67,704	NBC-151	—	½	—
Colgate-Palmolive-Peet Co.	Sports Newsreel	$32,576	NBC-71	—	¼	—
Continental Baking Co.	Grand Slam	$61,334	CBS-48	CBS-48	1¼	1¼
Continental Pharmaceutical Co.	Leave it to Girls	$23,715	MBS-40	—	25 min.	—
Cream of Wheat Corp.	Let's Pretend	$34,528	CBS-154	CBS-154	25 min.	25 min.
Cudahy Pkng. Co.	Nick Carter	$65,460	MBS-462	MBS-462	½	½
Curtis Circulation Co.	Listening Post	$62,724	ABC-170	—	¾	—
Curtiss Candy Co.	Warren Sweeney	$26,375	CBS-149	—	10 min.	—
D. L. & W. Coal Co.	The Shadow	$11,610	MBS-36	MBS-37	½	½
DeSota-Plymouth Dealers	Hit the Jackpot	$67,179	CBS-166	CBS-167	½	½
Doubleday & Co.	News	$11,999	MBS-60	MBS-65	¼	¼**
Doubleday & Co.	Quiz Club	—	—	MBS-65	—	1¼
Brackett Co.	Dorothy Kilgallen	$19,000	ABC-168	—	¼	—
DuMont	Cavalcade of America	$63,996	NBC-152	NBC-152	½	½
Electric Auto-Lite Co.	Suspense	$51,987	CBS-163	CBS-169	½	½**
Electric Companies Advtng. Program	Electric Theatre	$81,375	CBS-159	CBS-161	½	½
Elgin-American Div. Illinois Watch Case Co.	Groucho Marx	$40,722	ABC-141	CBS-147	½	½**
Emerson Drug Co.	Inner Sanctum	$49,098	CBS-153	CBS-155	½	½**
Equitable Life Assurance Society	This is Your FBI	$85,245	ABC-256	ABC-265	½	½
Eversharp Inc.	Take It or Leave It	$82,245	NBC-164	NBC-164	½	½
Eversharp Inc.	Stop the Music	$49,310	ABC-173	—	¼	—
Falstaff Brewing Co.	Music from the Heart of America	$11,664	NBC-33	—	½	—
Faultless Starch	Starch Time	$4,408	NBC-35	NBC-48	¼	¼
Firestone Tire & Rubber Co.	Voice of Firestone	$60,372	NBC-140	NBC-140	½	½
First Church of Christ Scientist	Religious Talk	$5,197	MBS-64	MBS-64	¼	¼
Ford Motor Co.	Ford Theatre	$120,895	CBS-170	—	1	—**
Ford Motor Co.	Fred Allen	$86,078	NBC-166	—	½	—
Fruehauf Trailer Co.	Harrison Wood	$23,347	ABC-89	ABC-98	¼	¼
General Electric Co.	Fred Waring	$65,412	NBC-163	NBC-163	½	—
General Electric Co.	Houseparty	$149,680	CBS-164	—	2 hrs. 5 min.	—
General Electric Co.	What's My Name	$71,505	ABC-168	—	½	—
General Foods	House of Mystery	$50,043	MBS-491	MBS-482	½	½
General Foods	Juvenile Jury	$28,918	MBS-151	MBS-225	½	½
General Foods	My Favorite Husband (this succeeded Mr. Ace & Jane)	$66,853	CBS-152	CBS-151	½	½
General Foods	Second Mrs. Burton	$53,231	CBS-66	CBS-99	1¼	1¼
General Foods	Wendy Warren	$94,985	CBS-145	CBS-151	1¼	1¼
General Foods	The Goldbergs (this succeeded Jack Carson show)	$67,128	CBS-151	CBS-151	½	½
General Foods	Portia Faces Life	$68,943	NBC-89	NBC-89	1¼	1¼
General Foods	When a Girl Marries	$66,150	NBC-77	NBC-77	1¼	1¼
General Foods	Aldrich Family	$52,774	NBC-147	NBC-149	½	½
General Foods	Gangbusters	—	—	CBS-81	—	½
General Foods	Father Knows Best (this succeeds Burns & Allen)	$52,630	NBC-146	NBC-146	½	½
General Foods	Meredith Willson	$54,384	ABC-142	—	½	—
General Mills	Today's Children	$88,986	NBC-138	NBC-71	1¼	1¼
General Mills	Light of the World	$55,829	NBC-67	NBC-71	1¼	1¼
General Mills	Breakfast Club	$80,734	ABC-238	ABC-242	1¼	1¼
General Mills	Betty Crocker	$88,716	ABC-179	ABC-187	1¼	1¼
General Mills	Jack Armstrong	$78,632	ABC-197	ABC-202	1¼	1¼
General Mills	Lone Ranger	$146,693	ABC-104	ABC-108	1½	—
General Motors	Lum 'n' Abner	$82,740	CBS-164	—	½	—
General Motors	Henry J. Taylor	$91,332	MBS-466	ABC-264	½	¼**
Gillette Safety Razor Corp.	Fights	$80,523	ABC-212	ABC-265	½	½
Gillette Safety Razor Corp.	Ladies Be Seated	$113,047	ABC-229	—	1½	—
Gillette Safety Razor Corp.	This Is Nora Drake	$107,415	NBC-157	—	1¼	—
Gillette Safety Razor Corp.	Crime Photographer	$49,788	CBS-163	—	½	—**
Goldseal Co.	Arthur Godfrey	$117,859	CBS-166	CBS-170	1¼	1¼
Goodyear Tire & Rubber Co.	Greatest Story	$66,559	ABC-214	ABC-64	½	½
Gospel Broadcasting Assn.	Old Fashioned Revival	—	—	ABC-222	—	½
Grove Laboratories	The Shadow	—	—	MBS-420	—	½
Gruen Watch Co.	Hollywood Calling	—	—	NBC-163	—	½
Gulf Oil Corp.	We The People	$47,085	CBS-121	CBS-123	½	½
Hall Bros.	Hallmark Playhouse	$64,989	CBS-157	CBS-157	½	½
Helbros Watch Co.	Quick As A Flash	$46,710	MBS-418	MBS-425	½	½
Hormel & Co.	Girls' Corps	$11,380	MBS-115	ABC-218	½	½
Hudson Coal Co.	D.&H. Miners	$4,720	NBC-13	NBC-13	¼	¼
International Harvester	Harvest of Stars	$51,180	CBS-166	NBC-165	½	½**
International Milling Co.	Queen for a Day	$9,766	MBS-140	—	¾	—
International Silver Co.	Ozzie & Harriet	$76,845	NBC-156	—	½	—
Andrew Jergens Co.	Louella Parsons	$42,664	ABC-247	ABC-265	¼	¼
Andrew Jergens Co.	Walter Winchell	$39,008	ABC-219	—	¼	—
Johns-Manville Corp.	News (Bill Henry)	$91,538	MBS-370	MBS-380	25 min.	25 min.
S. C. Johnson & Sons	Fibber McGee	$69,948	NBC-165	NBC-165	½	½
S. C. Johnson & Sons	Fred Waring	$69,852	NBC-166	—	1	—
Kaiser-Frazer Corp.	Walter Winchell	—	—	ABC-265	—	¼
Kaiser-Frazer Corp.	Thin Man	$16,926	MBS-421	—	½	—*
Kaiser-Frazer Corp.	Meet the Boss	$33,852	MBS-477	—	½	—*
Lee Pharmacal Co.	Arthur Godfrey	—	—	CBS-154	—	1¼
Frank H. Lee Co.	Robert Montgomery (this succeeded Drew Pearson)	$39,533	ABC-253	ABC-265	¼	¼
Lever Bros. Co.	Lux Radio Theatre	$117,920	CBS-153	CBS-153	1	1
Lever Bros. Co.	Give & Take	$37,885	CBS-160	CBS-149	½	½
Lever Bros. Co.	Amos 'n' Andy	$66,180	CBS-150	CBS-149	½	½
Lever Bros. Co.	Nora Drake	$110,795	CBS-152	CBS-153	1¼	1¼
Lever Bros. Co.	My Friend Irma	$44,572	CBS-152	CBS-150	½	½**
Lever Bros. Co.	Junior Miss	$42,210	CBS-164	CBS-167	½	½
Lever Bros. Co.	Aunt Jenny	$81,934	CBS-65	CBS-83	1¼	1¼
Lever Bros. Co.	Bob Hope	$67,288	NBC-153	NBC-153	½	½
Lever Bros. Co.	Big Town	$49,410	NBC-131	NBC-134	½	½**
Lewis-Howe Co.	Alan Young (this succeeded Date with Judy)	$61,128	NBC-152	NBC-151	½	½
Libby McNeill Libby	My True Story	$144,923	ABC-203	ABC-208	2 hrs. 5 min.	1¼
Liggett & Myers	Arthur Godfrey	$180,117	CBS-165	CBS-174	2½	2½
Liggett & Myers	Bing Crosby	—	—	CBS-173	—	½

(Continued on page 64)

"What's Cookin'?" on 50,000-watt WBT averages a 9.8 quarter-hour Hooper rating! Aired from 9:00 to 10:00 a.m. Monday through Friday. Available in 15 minute segments. It's first come, first-served. Better call Radio Sales . . . now.

VICE PRESIDENT Alben W. Barkley (l) greets Mary Jane Hayes, "Miss Washington of 1949," and wishes her well in her bid for the "Miss America" title. Miss Hayes was accompanied to Mr. Barkley's office by her mother, Mrs. William E. Hayes, and Ben Strouse, vice president and general manager of WWDC. The "Miss Washington" beauty-talent search was conducted by WWDC [BROADCASTING, Aug. 29]. Miss Hayes will represent the District of Columbia at the "Miss America" Contest, Sept. 5-11, at Atlantic City, N. J.

Network Clients for October

(Continued from page 63)

Sponsor	Program	Gross Time Charges October 1948	Network & No. Stations 1948	Network & No. Stations 1949	Hours per Week 1948	Hours per Week 1949
Liggett & Myers	Chesterfield Supper Club	$227,294	NBC-164	—	1¼	—
Liggett & Myers	Tales of Fatima	—	—	CBS-26	—	½
Thomas J. Lipton Co.	Godfrey's Talent Scouts	$39,854	CBS-149	CBS-156	½	½**
Longines-Wittnauer Watch Co.	Symphonette (this succeeded Festival of Song)	$54,368	CBS-161	CBS-165	½	½
Longines-Wittnauer Watch Co.	Choraliers	—	—	CBS-167	—	½
P. Lorillard Co.	Stop the Music	$39,512	ABC-174	ABC-183	¼	½**
P. Lorillard Co.	Amateur Hour	$96,144	ABC-174	ABC-191	1	¾
Luden's Inc.	Strike It Rich	$71,415	CBS-160	—	½	—
Lutheran Laymen's League	Lutheran Hour	$31,186	MBS-360	MBS-392	½	½**
Lutheran Laymen's League	Lutheran Hour	—	—	ABC-187	—	½
Mail Pouch Tobacco Co.	Fishing & Hunting Club	$15,213	MBS-49	MBS-133	½	25 min.
Manhattan Soap Co.	We Love & Learn	$102,375	NBC-150	NBC-162	1¼	1¼
Manhattan Soap Co.	Evelyn Winters	$117,082	CBS-162	—	1¼	—
Mantle Lamp Co.	Ed McConnell	$15,485	ABC-144	—	¼	—
Mars Inc.	Dr. I. Q.	$62,052	NBC-132	NBC-	½	½
Mars Inc.	Curtain Time	$46,305	NBC-140	NBC-149	½	½
Miles Laboratories	Quiz Kids	$56,420	NBC-149	NBC-	½	½
Miles Laboratories	World News	$195,025	NBC-144	NBC-151	1¼	1¼
Miles Laboratories	Queen for a Day	$104,338	MBS-488	MBS-422	1¼	1¼
Miles Laboratories	Curt Massey Time (this succeeded Herb Shriner)	$77,739	CBS-126	CBS-141	1¼	1¼
Miles Laboratories	Hilltop House	$74,450	CBS-123	CBS-128	1¼	1¼
Miller Brewing Co.	Lawrence Welk	—	—	ABC-43	—	½
Minnesota Valley Canning Co.	Fred Waring	$41,063	NBC-164	NBC-149	½	½
John Morrell & Co.	Lassie	$27,325	NBC-163	NBC-	¼	¼
Philip Morris & Co.	Horace Heidt	$81,615	NBC-162	CBS-171	½	½
Philip Morris & Co.	Crime Photographer	—	—	CBS-148	—	½
Philip Morris & Co.	This Is Your Life	$46,989	NBC-144	NBC-	½	½**
Philip Morris & Co.	Ladies Be Seated	—	—	ABC-225	—	2 hrs. 5 min.
Philip Morris & Co.	Walter Kiernan	—	—	ABC-225	—	25 min.
Philip Morris & Co.	Philip Morris Playhouse	$46,674	CBS-149	—	½	—**
Philip Morris & Co.	Kate Smith Sings	$56,083	MBS-215	—	2½	—
Philip Morris & Co.	Queen for a Day	$57,970	MBS-226	—	1¼	—
Mutual Benefit Health & Accident Assn.	Gabriel Heatter	$71,021	MBS-454	—	½	—
Nash-Kelvinator	Human Side of News	$79,946	ABC-123	—	25 min.	—
Natl. Biscuit Co.	Arthur Godfrey	$119,329	CBS-166	CBS-169	1¼	1¼
Natl. Biscuit Co.	Straight Arrow	—	—	MBS-280	—	½
Natl. Biscuit Co.	Straight Arrow	—	—	MBS-345	—	1
Natl. Council of Protestant Episcopal Church	Great Plays	$81,422	MBS-466	—	½	—
Natl. Dairy Products	Marriage for Two	—	—	NBC-156	—	1¼
Natl. Dairy Products	Great Gildersleeve	$62,460	NBC-148	NBC-151	½	½
Natl. Dairy Products	Kraft Music Hall	$60,138	NBC-148	—	½	—
Natl. Dairy Products	Dorothy Lamour	$39,188	NBC-93	—	½	—
Norwich Pharmacal	Fat Man	$69,405	ABC-165	ABC-217	½	½
Noxzema Chemical Co.	Gabriel Heatter	$31,666	MBS-185	MBS-214	¼	¼
Pabst Sales Co.	Life of Riley (this succeeded Eddie Cantor)	$73,005	NBC-150	NBC-148	½	½
Pacific Coast Borax	The Sheriff	$37,720	ABC-172	ABC-160	25 min.	25** min.
Pet Milk Sales Corp.	Vic Damone (this succeeded Pet Milk Show)	$78,645	NBC-144	NBC-144	½	½
Pepsi Cola Co.	Counterspy	—	—	ABC-266	—	1
Petri Wine	Sherlock Holmes	—	—	ABC-45	—	½
Philco Corp.	Breakfast Club	$123,340	ABC-264	ABC-260	1¼	1¼
Philco Corp.	Bing Crosby	$69,888	ABC-241	—	½	—
Phillips Petroleum Co.	Barn Dance	—	—	ABC-80	—	½
Piedmont Shirt So.	William L. Shirer	$21,864	MBS-339	—	¼	—**
Pillsbury Mills	Grand Central Station	$35,562	CBS-129	CBS-148	½	½
Pillsbury Mills	Galen Drake	$80,200	ABC-215	ABC-217	1¼	1¼
Pillsbury Mills	Houseparty	—	—	ABC-225	—	2½
Pillsbury Mills	Kay Kyser	$80,350	ABC-215	—	1¼	—
Pillsbury Mills	Bob Trout	$7,440	NBC-54	—	5 min.	—
Procter & Gamble	Young Dr. Malone	$46,733	CBS-81	CBS-83	1¼	1¼
Procter & Gamble	Beulah	$112,214	CBS-79	CBS-79	1¼	1¼
Procter & Gamble	Big Sister	$57,331	CBS-93	CBS-93	1¼	1¼
Procter & Gamble	Guiding Light	$49,327	CBS-84	CBS-85	1¼	1¼
Procter & Gamble	Brighter Day	—	—	CBS-82	—	1¼
Procter & Gamble	Rosemary	$42,102	CBS-63	CBS-67	1¼	1¼
Procter & Gamble	Lowell Thomas	$115,693	CBS-78	CBS-78	1¼	1¼
Procter & Gamble	FBI in Peace-War	$64,335	CBS-149	CBS-149	½	½
Procter & Gamble	Ma Perkins	$49,152	CBS-79	CBS-95	1¼	1¼
Procter & Gamble	Jack Smith	$119,195	CBS-82	CBS-83	1¼	1¼
Procter & Gamble	Perry Mason	$46,136	CBS-93	CBS-117	1¼	1¼
Procter & Gamble	Welcome Travelers	$72,577	ABC-197	NBC-141	1¼	1¼
Procter & Gamble	Brighter Day	$70,628	NBC-154	NBC-154	1¼	1¼
Procter & Gamble	Life Can Be Beautiful	$74,340	NBC-151	NBC-151	1¼	1¼
Procter & Gamble	Road of Life	—	—	NBC-147	—	1¼
Procter & Gamble	Pepper Young's Family	$75,185	NBC-153	NBC-153	1¼	1¼
Procter & Gamble	Red Skelton	$65,543	NBC-144	CBS-169	½	½
Procter & Gamble	Right to Happiness	$74,744	NBC-152	NBC-151	1¼	1¼
Procter & Gamble	Truth or Consequences	$78,015	NBC-143	NBC-142	½	½
Procter & Gamble	Road of Life	$75,605	NBC-156	—	1¼	—
Procter & Gamble	What Makes You Tick	$67,775	ABC-172	—	1¼	—
Procter & Gamble	Ma Perkins	$74,114	NBC-148	—	1¼	—
Procter & Gamble	Gangbusters	$49,275	ABC-143	—	½	—
Procter & Gamble	Welcome Travelers	$72,578	ABC-197	—	1¼	—
Procter & Gamble	Life of Riley	$65,753	NBC-139	—	½	—
Prudential Insurance Co.	Family Hour	$54,860	CBS-151	CBS-151	½	½
Prudential Insurance Co.	Jack Berch	$110,775	NBC-136	NBC-136	1¼	1¼
Pure Oil Co.	Kaltenborn	$49,320	NBC-32	NBC-31	1¼	1¼
Quaker Oats	Talk Your Way Out of It	—	—	ABC-169	—	1½
Quaker Oats	Roy Rogers	$67,023	MBS-485	MBS-499	½	½
Quaker Oats	Challenge of Yukon	$92,684	ABC-200	ABC-207	1½	1½
Quaker Oats	Man on the Farm	—	—	MBS-339	—	½
Quaker Oats	Ladies Be Seated	$91,252	ABC-222	—	1¼	—
Radio Bible Class	Radio Bible Class	$29,680	MBS-273	MBS-281	½	½
RCA	RCA-Victor show	$61,211	NBC-162	—	½	—
Radio Offers Co.	Housewives Moneymaker	—	—	ABC-65	—	¼
Ralston Purina Co.	Tom Mix	$92,252	MBS-472	MBS-485	1¼	1½
Ralston Purina Co.	Checkerboard Jamboree	$25,602	MBS-199	MBS-200	1¼	1¼
Revere Camera Co.	Name the Movie	—	—	ABC-50	—	25 min.
Revere Camera Co.	All Star Review	$21,600	MBS-52	—	25 min.	—
Rexall Drug Co.	Harris-Faye	$78,830	NBC-163	NBC-163	½	½
R. J. Reynolds	Jimmy Durante	$65,556	NBC-161	NBC-161	½	½
R. J. Reynolds	Grand Ole Opry	$78,705	NBC-158	NBC-159	½	½
R. J. Reynolds	Screen Guild	$65,556	NBC-161	NBC-161	½	½
R. J. Reynolds	Vaughn Monroe	$83,455	CBS-161	CBS-161	½	½
R. J. Reynolds	Bob Hawk	$66,659	CBS-160	CBS-160	½	½
Rhodes Pharmacal Co.	Gabriel Heatter	—	—	MBS-150	—	½
Ronson Art Metal Works	Twenty Questions	$82,984	MBS-462	MBS-464	½	½
Ronson Art Metal Works	Johnny Desmond	—	—	MBS-435	—	5 min.
Seeman Bros.	Monday Morning Headlines	$45,440	ABC-202	ABC-253	¼	¼
Seeman Bros.	Tomorrow's Headlines	$16,684	ABC-126	—	¼	—
Seeman Bros.	Allan Jackson news	—	—	CBS-166	—	5 min.
R. B. Semler Inc.	Gabriel Heatter	$10,910	MBS-40	MBS-215	¼	¼*
R. B. Semler Inc.	Billy Rose	$29,425	MBS-440	—	¼	—*
Serutan	Victor Lindlahr	—	—	ABC-69	—	¼
Serutan	Victor Lindlahr	—	—	ABC-69	—	¾
Serutan	Victor Lindlahr	$51,426	MBS-102	—	1¼	—
Serutan	Gabriel Heatter	$46,148	MBS-211	—	½	—
Shotwell Mftg. Co.	True or False	$40,069	MBS-480	—	½	—
Skelly Oil Co.	News	$14,976	NBC-24	NBC-25	1½	1½
Smith Bros.	Stop the Music	$49,270	ABC-172	ABC-183	¼	¼
Southern Baptists	Baptist Hour	—	—	ABC-135	—	½

Sponsor	Program	Gross Time Charges October 1948	Network & No. Stations 1948	1949	Hours per Week 1948	1949
Speidel Co.	Stop the Music	$49,726	ABC-176	ABC-183	¼	¼
Standard Brands	Edgar Bergen	$83,550	NBC-151	—	½	—
Standard Brands	One Man's Family	$60,140	NBC-150	—	½	—
Standard Oil of New Jersey	NY Philharmonic	$102,170	CBS-153	—	1½	—*
Sterling Drug Co.	Backstage Wife	$69,489	NBC-146	NBC-146	1¼	1¼
Sterling Drug Co.	Stella Dallas	$69,489	NBC-146	NBC-146	1¼	1¼
Sterling Drug Co.	Lorenzo Jones	$69,489	NBC-146	NBC-146	1¼	1¼
Sterling Drug Co.	Young Widder Brown	$69,489	NBC-145	NBC-146	1¼	1¼
Sterling Drug Co.	American Album of Familiar Music	$71,805	NBC-155	—	½	—
Sterling Drug Co.	Manhattan Merry-Go-Round	$65,238	NBC-152	—	½	—
Sterling Drug Co.	My True Story	—	—	ABC-208	—	50 min.
Sterling Drug Co.	Mr. Chameleon	$50,655	CBS-138	CBS-138	½	½
Sterling Drug Co.	Bride & Groom	$166,619	ABC-214	ABC-218	2½	2½
Sterling Drug Co.	Mystery Theatre	$58,392	CBS-149	CBS-149	½	½
Sun Oil Co.	3-Star Final	$84,832	NBC-34	NBC-34	1¼	1¼
Swift & Co.	Breakfast Club	$173,710	ABC-265	ABC-260	2½	2½
Swift & Co.	Archie Andrews	$34,019	NBC-163	—	½	—
Swift & Co.	Meet the Meeks	$33,944	NBC-162	—	½	—
Swift & Co.	Sky King	$58,332	ABC-197	ABC-202	1¼	1¼†
Teentimers Inc.	Teentimers Club	$8,189	MBS-86	—	½	—
Texas Co.	Milton Berle	$50,583	ABC-252	—	½	—**
Trimount Clothing	Sherlock Holmes	$39,721	MBS-226	—	½	—
United Electrical Radio & Machine Workers (CIO)	Arthur Gaeth	$25,685	ABC-102	ABC-113	¼	¼
U. S. Army Recruiting	Game of the Week	$123,233	ABC-195	—	2 hrs.	—
U. S. Army Recruiting	Mel Allen	$39,338	MBS-270	—	¼	—
U. S. Steel Corp.	Theatre Guild	$144,415	ABC-257	NBC-164	1	1
U. S. Tobacco Co.	Man Next Door (this succeeded Take a Number)	$41,790	MBS-486	MBS-339	½	½
U. S. Tobacco Co.	Martin Kane Private Eye	—	—	MBS-380	—	½
Universal Match Corp.	Counterspy	$60,233	ABC-222	—	½	—
Voice of Prophecy	Voice of Prophecy	$27,321	MBS-270	MBS-268	½	½
Voice of Prophecy	Voice of Prophecy	—	—	ABC-97	—	½
Volupte Inc.	Better Half	$16,060	MBS-26	—	25 min.	—
Wander Co.	Captain Midnight	$46,918	MBS-162	MBS-161	1¼	1
Western Auto Supply	Circle Arrow Show	$19,380	NBC-57	NBC-59	½	½
Westinghouse Electric Corp.	Ted Malone	$108,459	ABC-211	ABC-225	1¼	1¼
Whitehall Pharmacal	Our Gal Sunday	$63,546	CBS-84	CBS-84	1¼	1¼
Whitehall Pharmacal	Mr. Keen	$62,541	CBS-149	CBS-149	½	½
Whitehall Pharmacal	Helen Trent	$64,078	CBS-84	CBS-85	1¼	1¼
Whitehall Pharmacal	Hollywood Star Theatre	$75,525	NBC-127	NBC-53	½	½
Whitehall Pharmacal	Just Plain Bill	$61,383	NBC-58	NBC-60	1¼	1¼
Whitehall Pharmacal	Front Page Farrell	$60,795	NBC-57	NBC-59	1¼	1¼
Wildroot Co.	Sam Spade	$84,580	CBS-162	CBS-	½	½
Williamson Candy Co.	True Detective Mysteries	$51,758	MBS-486	MBS-475	½	½
Wm. Wrigley Jr. Co.	Gene Autry	$63,442	CBS-158	CBS-168	½	½

Note:
* Series started or ended during month of October 1948
** One or more broadcasts cancelled by politics in October 1948
† Program alternates three half-hours one week, two half-hours the next, or one and one quarter hours average per week
†† Moved to NBC after third broadcast in October 1948

Texas

(Continued from page 25)

of Taylor-Borroff, said his office had received more inquiries in August than at any time in the past six months. He saw "a return to the normal pattern."

Frank Brimm, manager of the Katz Agency, Dallas office, observed, "In the Southwest, radio business is better than we expected a month or two ago. Requests for availabilities and definite orders are coming in for September starting dates."

Television activity is pronounced, and keying up interest on all sides.

Soon to join WBAP Fort Worth in the two-city Dallas-Fort Worth markets will be KRLD-TV and KBTV in Dallas, both due to start telecasting by Oct. 1.

San Antonio is awaiting its first television station, with WOAI-TV San Antonio. KLEE-TV is stepping up activity in Houston.

FREEDOM AWARDS

Radio Programs to Share

TEN RADIO programs will share Nov. 21 in the 1949 awards of Freedom Foundations Inc., an organization designed "to provide annual cash awards for American citizens who do the most outstanding job each year of bringing about a better understanding of the American way of life."

Radio will be one of the 13 classifications. Awards will include cash prizes totaling $84,000, 100 honor medals and 500 certificates of merit. Place of awards will be announced Oct. 1, the deadline for filing entries and material with the organization. Entry blanks may be obtained by writing the foundation at Valley Forge, Pa.

President of the foundation's board of directors is Don Belding, chairman of the executive committee of Foote, Cone & Belding, Los Angeles.

Canada

(Continued from page 27)

time daytime network.

There have been a few more sales of transcribed programs for national as well as local advertisers, and transcription sales organizations such as All-Canada Radio Facilities, report considerable auditioning activity, but few new-to-radio sponsors likely to sign up this fall. Admiral Radio is one of the newer radio advertisers in Canada, and has purchased a detective series, *Michael Shayne*, for a cooperative placement with dealers. Dominion Textiles, also not a previously big radio advertiser, is starting a quarter-hour five weekly transcribed program in Toronto and Montreal, as a test. There are a number of new American-produced shows coming into Canada, mostly through Canadian distributor sources.

In the soap and dental cleansers lines there is some activity this fall with new women's newscasts series for Canada Packers for Princess Flakes on a number of Canadian stations, a Canadian program *Did I Say That* for Sparkle Mfg. Co. (Sparkle dental cleanser), and a few other small campaigns, in addition to the regular network, spot announcement and flash announcement campaigns and musical programs on blocked-program stations.

There are few good times available on most Canadian stations, representatives report, and network billings show similarly few good evening spots available. No new Canadian advertisers have taken the place of some of the U.S. originated network programs which have been dropped in the United States, although there are hints at some of the agencies that there may be some new Canadian network advertisers in the offing. Canadian agencies are usually loath to disclose new business until it is on the air.

Government Advertising

Canadian government paid radio advertising this fall will take the form of locally-produced programs for the Canada Savings Bond drive in October. There is a possibility the Dept. of National Defense will buy a network recruiting program. Some departments as the Post Office and Labor are buying periodic spot announcement campaigns. There is also a possibility that there will be some tourist advertising for winter sports and fall hunting, though appropriations for these departments of government, provincial and federal, have pretty well been allocated for this year.

An intensive drive is currently on by the Canadian Assn. of Broadcasters to interest new advertisers to radio, such as tourist bureaus, the railways and airlines, florists associations and the banks. Some progress is being made, but nothing is expected for fall placement.

• LEADERSHIP IS EARNED • LEADERSHIP IS EARI

This is WSYR ACUSE 570 kc – 5000 watts

NBC Affiliate in Central New York

21 rich Central New York Counties
205,000 BMB Station Audience Families

Headley-Reed, National Representatives

ED • LEADERSHIP IS EARNED • LEADERSHIP IS E

Fall Business Roundup

San Francisco

(Continued from page 26)

known a newspaper to undertake. The paper is sponsoring two early morning programs on local radio stations KNBC and KSFO, plus a spot campaign on other stations. The *Call-Bulletin*, which had done nothing in radio since sponsoring a sportscast some 10 years ago, will start this month sponsoring a daily 15-minute kids show, *Jolly Bill*, on KNBC.

These examples plus an exceptionally active fall already slated in national spots plus commitments not yet ready for announcement are the basis for the Bay Area optimism.

One of the less optimistic statements came from Earl Smith, of the Edward Petry & Co. office in San Francisco. Mr. Smith said:

"Business this year has followed the same pattern as in 1948. The summer has been slow. June was our slowest month in years. But business began to pick up in July and is continuing on the upgrade. Fall anticipations are such as to make me feel that 1949 will be as good, but no better than 1948. This in itself, of course, should be cause for optimistic feeling. I expected this to be a bad year from early results. Just matching our 1948 volume, which was our all time high, is very satisfying."

He said the large accounts handled by the Petry office here are maintaining the same budgets as last year—no increase or decrease. These accounts include such old and heavy radio users as SOS (scouring pads), Skippy Peanut Butter and California Packing Corp.

He said many established radio users in the area are going into or are contemplating entrance into TV. The money for TV, he said, is not paid out from radio budgets, not, at least, the budgets he handles. The money could be coming from secondary radio markets not covered by the Petry offices, he said, but he believes it is coming from other media and from increased budgets.

Another station representative, Lindsey Spight, of John Blair & Co., said the 1949 summer "was stinking, much worse than last summer." But he contemplates an upsurge of business this fall that will make 1949 a reasonably good year. His company, he said, is farther ahead, on a national basis, than it was last year and 1949 will probably end up ahead of 1948, which was a very fat year.

But the San Francisco office, he said, is far behind the national average. He expects his greatest fall business to be in the national spot field and much of it will come from new radio users. The buying patterns of established radio users, he said, are the same—there always is some movement but generally those who have bought spots in the past will continue them, those who generally sponsor programs will continue in that field.

Spot Field Benefits

A general trend in advertising that he has noticed this year, he said, is a movement away from national media and into regional media. An such a movement always benefits radio, particularly in the spot field.

On television, he said he knows of only a single instance in San Francisco where an advertiser has gone into television at the expense of radio. The two media are complementing each other rather than competing with each other for the advertising dollar. He is one of those who believes television will help radio business by drawing new advertisers into the field who have never before used radio and would not use radio if not first introduced to the medium through TV usage.

Most of the optimism here is based on anticipation of a very active fall. Business generally has been slow this summer. But one organization that did not follow the pattern is J. Walter Thompson Co.

Like most others, J. Walter Thompson experienced a peak year in 1948. But business has been increasing steadily ever since. There has been no summer slump. The agency expects a fall surge of busines, again in the national spot field particularly, that will make this a really "bumper" year.

Radio stations themselves were the most optimistic. Some typical comment:

John Elwood, general manager of KNBC, "KNBC's total sales income, national spot and local business for the first eight months of 1949 showed an increase over the corresponding period for the previous year. June, July and August showed some softening but as of this date inquiries for available time and contracts already signed reflect a general hardening of business. KNBC looks forward to the best year that it has had in its history."

Edwin W. Buckalew, newly appointed manager of CBS Radio Sales in San Francisco: "I feel I am too new on the San Francisco scene to make any definite statements regarding Bay Area sales prospects. However, after a brief survey of the market, I would say that for the immediate future and the fall, the volume of radio sales in this area looks brisk. We expect more sales of programs tailored to meet the needs of advertisers in each local market."

Philip G. Lasky, general manager and vice president of KSFO-KPIX: "KPIX is looking to a greatly stimulated fall business, due to skyrocketing interest in television advertising on the part of the national advertiser. As in radio, local advertisers will follow the lead of the 'big' or 'name' advertisers in taking to the medium.

Embark on TV Advertising

"We were told many prominent local and regional advertisers are ready to embark on TV advertising as soon as the market offers 10,000 sets. That figure has been reached, and it consequently appears as though this fall will see a satisfactory amount of local business. National spot business is especially gratifying. The fact that Pacific Coast Conference football is to be televised is expected, by itself, to sell an additional 10,000 sets and the opening of KRON-TV this fall will also help sales. NBC forecasts the San Francisco Bay Area will have 44,000 sets by Jan. 1, 1950. All this should stimulate business considerably."

Mr. Lasky said a review of KPIX's first six months of operation shows that 42% of the business, by dollar volume, originated locally; 39.5% came from national spots and 18.5% from networks. He said he does not expect this ratio to change very much. However, he said, he expects the last quarter of the year to equal the volume of the entire first half of the year.

He, too, said that most TV advertisers in the market are not drawing on their radio budgets for TV but rather are increasing their budgets to expand into television.

A typical comment by one of the smaller, unaffiliated stations came from Stanley Bryer, sales manager of KJBS: "Summer business has been about average. Established local retail advertisers have maintained about the same budgets as usual. Marginal accounts have fallen off somewhat as competition stiffened. Fall promises to be very active, particularly in the national spot field. Our commitments for fall already place us ahead of last fall, which was very brisk. The year 1949 will undoubtedly end up ahead of 1948. Retail advertisers in this area are increasing even though there has been fewer new businesses established this year."

These forecasts are repeated through statements of a score of other industry representatives. They all add up to the same conclusion: Radio today is extremely healthy in the San Francisco Bay Area. As business conditions level off, prices stabilize and the market shifts to a buyers market, advertisers turn more and more to radio to help them do a selling job. And the fall prospects are pleasant to view.

NAME WILNER

WBAL Technical Head

DESCRIBED as the first move in expansion of WBAL Baltimore facilities, appointment of John T. Wilner as engineering director was announced last week by Station Manager Harold C. Burke. Mr. Wilner, engineer-in-charge of CBS TV transmitter development, assumes his new duties Oct. 1.

Mr. Wilner

Mr. Wilner is described by Mr. Burke as "one of the country's foremost designers of transmitting apparatus and a pioneer in both color and ultra-high frequency equipment development."

A graduate electrical engineer and a senior member of IRE, Mr. Wilner is one of the few engineers who actually has designed and operated color TV transmitters. However, his WBAL duties will be devoted to black-and-white TV and to broadcasting.

During the war, Mr. Wilner supervised development of radar equipment in England which effectively blanketed Nazi radar-controlled gun positions on the French coast and prevented heavy losses to the Allied invasion fleet.

Mr. Wilner has made many contributions in the communications field including design of first 100 w color UHF transmitter at 500 mc.

Also announced was the promotion of Acting Chief Engineer William C. Bareham to post of chief engineer. Mr. Burke indicated an early announcement on expansion of WBAL-TV studio facilities to more than twice present size.

IF YOU HAVE A SPOT RADIO PROBLEM

CONTACT OUR NEAREST OFFICE

Joseph Hershey McGillvra, Inc.

RADIO AM-FM-TV REPRESENTATIVES

Executive Offices—366 Madison Avenue, New York 17, Murray Hill 2-8755

NEW YORK • CHICAGO • LOS ANGELES

SAN FRANCISCO • ATLANTA

USNR PROGRAM

26-Week Series Begins

AIMED at building Naval Reserve and Naval Air Reserve civilian membership and direct enlistments for the Naval Aviation Cadet Training Program, airings of *The Naval Air Reserve Show* began late last month.

Twenty-six week transcribed series features Paul Weston and orchestra, the Starlighters, Tom Reddy announcing and guest stars including Jo Stafford, Johnny Mercer, Margaret Whiting, Gordon MacRae, Connie Haines, Buddy Clark, Clark Dennis, Martha Tilton, Dorothy Shay, Dinah Shore, Andy Russell and Curt Massey.

Packaged in Chicago and produced in Hollywood, show has musical variety format.

At rehearsal of "The Naval Air Reserve Show," (l to r) Paul Weston, guest star Jo Stafford and Lt. Cmdr. Walter Kimmell, USNR, producer.

RADIO LISTENING

Off in July-August Pulse Reports

JULY-AUGUST radio listening fell off over that of May-June, according to the radio audience report by The Pulse Inc. Evening listening dropped off more than that in the morning or afternoon.

Baseball listening boosted total sets-in-use figures, and weekend and evening games made top 10 lists in all cities, but since these are carried on non-network stations, The Pulse does not show them in its six city top 10 lists.

Average Quarter-Hour Radio Sets-In-Use For the Weeks Studied

Entire Week, 6 a.m.-12 Midnight

	July-Aug. 1949	May-June 1949	July-Aug 1948
Cincinnati	25.7	29.2	26.3
Boston	23.0	25.7	22.5
New York	21.9	25.6	21.9
Chicago	21.4	25.0	23.5
Washington	20.6	...	...
Philadelphia	19.8	24.0	21.5
6 Cities Combined	21.7	25.4	22.4

Top 10 Evening & Daytime Shows

Evening Program Average Rating

	July-Aug.	May-June
Stop the Music	11.3	12.0
Leave It To Joan	10.0	...
Inner Sanctum	9.6	13.4
Escape	9.3	...
Mr. District Attorney	9.2	11.7
Breakfast With Burrows	8.7	...
Crime Photographer	8.7	...
Gangbusters	8.7	...
Mr. Keen	8.2	...
Your Hit Parade	8.1	...

Daytime 5-A-Week Program Average Rating

	July-Aug.	May-June
Godfrey-Lewis	7.9	10.0
Rosemary	7.2	8.3
Ma Perkins	7.1	7.7
Big Sister	7.0	8.1
Grand Slam	6.9	8.2
Helen Trent	6.9	7.7
Our Gal Sunday	6.8	7.6
Guiding Light	6.7	7.1
Wendy Warren	6.7	...
Aunt Jenny	6.7	6.9

Saturday and Sunday Daytime Program Average Rating

	July-Aug.	May-June
Let's Pretend	6.0	6.8
Junior Miss	6.0	5.8
Theatre of Today	5.7	6.8
Grand Central Station	5.6	7.0
Stars Over Hollywood	5.1	5.7
CBS Symphony	4.8	...
Under Arrest	4.6	...
Give and Take	4.4	4.7
House of Mystery	4.1	4.9
Solitair Time	4.1	...

MBS COUPE

Reported by Central Div.

A DELUGE of national accounts was announced Thursday by Adolf N. Hult, vice president in charge of Mutual's Central Division.

Quaker Oats Co., Chicago, sponsor of *Man on the Farm* over Mutual's nation-wide network since Aug. 27, has extended the half-hour program to a full hour effective Oct. 8. Murine Co., also Chicago, manufacturers of an eye preparation, will sponsor News Analyst John B. Kennedy over the full MBS network of 480 stations from 7:55 to 8 p.m. (EDT) Saturdays beginning Sept. 24. Burrus Milling Co., Ft. Worth (Light Crust flour), will sponsor *Light Crust Doughboys* over 200 MBS Southern stations from 12:30 to 12:45 p.m. (CDT) Mondays starting today (Sept. 5). The Burrus show, starring Slim Whitman, will originate in Nashville. Tracy-Locke Co., Dallas, is the agency.

Extended Contracts

The 52 week Murine contract was handled by BBDO, Chicago. Sherman and Marquette, Chicago, is agency on the Quaker Oats account. *Man on the Farm*, which has been heard from 12 to 12:30 p.m. in each time zone, will now run until 1 p.m. The first half hour will be used to advertise Mother's Premium Oats, and the second period Ful-O-Pep Feeds. Quaker Oats, a consistent advertiser on Mutual for more than three years, also sponsors *The Roy Rogers Show* on MBS Sundays.

MAIL ORDER NETWORK

Total Outlets Nearly 40

THE MAIL ORDER Network has placed approximately 15 advertisers on WOR New York [BROADCASTING, Aug. 29] on the early morning show *Big Joe's Happiness Exchange*, 2-5 a.m., six times weekly, effective Aug 29.

In addition to its affiliation with WOR New York, MON has also signed with about 38 stations ranging from 5000 w to 50,000 w in as many markets. Although the call letters of those stations have not been revealed, they are located in Rochester, Albany, Philadelphia, Boston, Baltimore, and Washington, Chicago, Atlanta, New Orleans, Des Moines, San Diego. In addition to those cities, five stations are in the Carolina, two in Virginia and three in Florida.

The list of advertisers which are already sponsoring *Big Joe* on WOR are as follows: The Blade Man, Lorraine Cross Nylons, Chicago Hose, Beltone Hearing Aid, Newspaper Institute of America, Mutual Benefit Health & Accident, Pocket Adding Machine, Dog Trainer (Book, collar and chain) American Schools, Doubleday Books, Merit Greeting Card, Gaylark Auto Seats, Speed Writing, Autograph Baseball Corp.

Other Plans

MON has also announced this week that it has made arrangements with lower power stations (250 w) in a few markets. Under those conditions the network will provide the station with open-end transcription but without the library and the custom-cut commercial. The station thus will get the standard commercial and the script until a minimum weekly income is established. Then the custom job will be added.

Kean Expands

OPENING of new offices and addition of W. J. Gemulla, formerly associated with the Andrew Corp., Chicago, to the engineering staff, have been announced by Walter F. Kean, consulting engineer. New quarters, adding to original offices to be used as a laboratory at 114 Northgate Rd., Riverside, Ill., are located at 40 East Ave., Riverside. Announcement of Mr. Gemulla's appointment marks the expansion of the firm's facilities in AM-FM-TV allocation field engineering service.

WEEKLY course in "Elements of Sound Recording" will be offered for Fall term starting Sept. 14 by University of California Extension, Los Angeles. Dr. John G. Frayne, engineering supervisor, Western Electric Co., will instruct course.

SUPERIORITY COMPLEX

My husband, advertising manager of the Ding-Bat Company, used to be a nice fellow with just enough of an inferiority complex to make him easy to live with. Since he picked KXOK, sales have gone up so fast my husband thinks he's the smartest advertising manager in town. Now he has a superiority complex and he's positively obnoxious.

Unhappy Wife

Dear Unhappy Wife:

Maybe KXOK should have the superiority complex instead of your husband. During March, 1949, KXOK was within share of audience striking distance of first place in St. Louis. Briefly, this means KXOK delivers more Hooper audience per dollar than any other St. Louis network station. No wonder Ding-Bat products are going to town. When your husband checks KXOK's low-cost-per-Hooper point, KXOK's wide coverage, and KXOK's low-in-St. Louis rates, he'll be even cockier!

KXOK, St. Louis

630 on the dial

Basic ABC | 5,000 Watts | A "John Blair" station

Fall Business Roundup

Boston

(Continued from page 24)

would be continued on more than 450 stations in the United States and its possessions, probably with increased coverage.

A newcomer to commercial radio this past summer was the Evans Case Co., North Attleboro, which purchased a half-hour weekly show on the 11 CBS outlets in New England, a 15-minute program on WEEI, and spots throughout the area. Prominent hitherto in giveaways, the company will in all likelihood continue with at least a portion of its budget in the coming months. According to Conrad Jameson, radio director, Don Horter & Co., "For the future, Evans is contemplating projecting its radio activities coast-to-coast."

The radio budget of the New York, New Haven & Hartford RR has been increased over last year. Herbert L. Baldwin, assistant vice president in charge of advertising for Massachusetts and Rhode Island, reported the railroad's use of radio would be "along the same lines as this past summer. Until the middle of last year, we were not using radio consistently. We're now using it consistently and satisfactorily."

In addition to announcements, programs sponsored by the railroad include 5-minute shows for the Yankee Clipper and Merchants Limited and a 15-minute program several times weekly on Boston stations.

The First National Stores, Somerville, through its advertising manager, J. Marshall Duane, placed its radio expenditures this year at about $150,000, representing a slight decrease from last year. The grocery chain is airing the transcribed *Guy Lombardo Show* on a weekly basis on the New England Regional Network plus about 10 other stations. Announcements also are being used.

Speaking for the First National Bank of Boston, Raymond W. Stanley, advertising manager, said its combined radio and TV budget this fall would be about the same as last.

Radio billings of National Shawmut Bank of Boston are about the same this year as last year, while TV expenditures have been increased slightly. The bank airs *Frontline Headlines*, a 15-minute show, in addition to 5-minute programs and numerous spots on Boston stations. It also sponsors a 1½-hour feature film and several nightly news and weather shows, as well as spots, on television.

Bank Stands Pat

John J. Barry, vice president in charge of advertising and public relations at the bank, commented, "We will probably stay in standard radio for an unforeseeable time during this period of transition, but we look forward to the time when our radio appropriation will be exclusively budgeted for television. My belief is that standard radio will eventually be reduced to programs of news, weather, time, and music for a daytime audience, a large proportion of which will not be home-bound. Of course, we may not find it practical to ignore that audience. For the future, I will be more interested in daytime radio than in the past."

WEEI reported that it was having a "very good year." In both local and national spot income it is well ahead of 1948 figures and fall bookings indicate a continuance, even though the station enjoyed an exceptionally good fall and early winter during 1948. The percentage of 1949 gain to date, and as projected for the remainder of the year, is about equal in both the local and national spot field. During the four selling weeks ended Aug. 19, the station had signed 33 new contracts and renewed 15 others with non-network advertisers for a total billing of over $205,000.

Said Harold E. Fellows, manager of New England operations for CBS and general manager of WEEI: "It looks as if there will be an increase in all local and national spot business at WEEI for the total year of at least 15% over last year."

Mr. Fellows added, "Our experience over the past 15 months would seem to indicate that, at least in Boston, radio is gaining sufficient new recognition as an advertising medium to increase its income. Whereas television will undoubtedly affect the overall radio picture in any given market the size of Boston, to me it becomes more and more apparent that the two or three stronger stations in a market are not likely to be adversely affected and may well show an increase in their patronage from advertisers and agencies."

No figures were given out at WBZ but W. C. Swartley, station manager, said that "Prospects in all classifications of business on both AM and TV for the fall and winter seasons appear very good. Part of this is due to the fact that the construction of our WBZ radio and television center, including the large television studio and auditorium studio, is now completed, which means that we can offer singular facilities."

Craig Lawrence, general manager of WCOP, presented a brief but cheerful outlook. "On advance projection of business, it appears that it will run somewhat more heavily this fall than last. And last fall was probably the best we ever had in total gross billings." New business at the station includes American Popcorn Co. (Jollytime Popcorn) and Dracut Co. (Windex). Another recent sale was a one-hour program, *Let's Have Fun*, to the makers of Little Yankee Shoes.

In the form of schedules now being booked for fall, WHDH is looking forward to the most successful year in its history. Enlarging upon this a little, William B. McGrath, managing director, commented: "We have a 20% increase in local billing and a 44.4% increase in national billing already in for the first seven months of the year."

Among the station's new national accounts and renewals already signed for the last five months of the year are Pertussin, Perstop, Raleigh Cigarettes, and Rem. American Oil Co. has also signed to broadcast games of the Washington Redskins, and Atlantic Refining Co. will sponsor 15 college football games over the station, including the complete Harvard U. schedule.

In Mr. McGrath's opinion, television's effect on AM radio will not be "cataclysmic." He noted, "While AM radio will obviously make certain adjustments, in our opinion it will still play a major role in the daily habits of people in this country. Independent stations are in the best position to withstand what competition will arise. If the rest of the country is like Boston, TV is drawing its audience from the network stations.

Arthur Haley, general manager of WBMS, was more than enthusiastic. "The fall picture is so wonderful at our station that if this is a depression, let's have a panic," said he. "Figures for July plus the first two weeks in August show a 140% increase in business as compared to the same period last year. As for fall, our biggest worry is where we're going to find time in a daylight operation to put on the air all the additional business that will be starting after Labor Day."

Mr. Haley added that he found the attitude of businessmen good this year and that TV was having no effect whatsoever on his daylight operation. The fall business at WBMS, he forecast, would probably be between 150 and 160% over last fall. New business at the station, he said, included announcements for the Touraine Stores, Boston, which had not used radio before, and Megowan Educator, Lowell, for Kremox, which had not used radio for this product before.

At WMEX, the business story was also on the sunny side. William S. Pote, general manager, advised, "We've had a sudden influx of requests for time availabilities within the past few weeks which indicates that business should be very good this fall and winter. The picture would appear to be a little better than last year, which was good." He believes that "television

Forecast New England's Fall Outlook . . .

Mr. Lawrence Mr. Fellows Mr. Baldwin Mr. Swartley Miss Gilbert

* * *

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Regent

WEDDING IN THE PARK

On records: Jack Kilty—MGM 10479; The Keynotes—Lon. 468.

On transcriptions: Lawrence Welk—Standard; George Towne—Associated; Larry Fotine—World; Ray Anthony—Langworth.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

WBAL means business in Baltimore

has not reached a point where it has yet affected AM radio in this area."

At the Yankee Network it was announced that new business for fall included the Simoniz Company, with a 5-minute news commentary on the network; Seeck & Kade, with announcements for Pertussin; and F. B. Washburn Candy Corp., with spots for Waleeco Cocoanut Bars.

Among the agencies, Jack Wright, radio and television director of the Boston office, BBDO, says that total radio billings there are "practically identical" with last year. There would be "some increase" in TV, he added. One of the biggest accounts handled there is the First National Bank of Boston.

T. B. Pitman Jr., radio and TV director of John C. Dowd Inc., expects an "increase in both our radio and television billing in the fall and winter, particularly in the latter." The agency recently signed up a new TV show for Carpenter-Morton, makers of Carmote Paints, which is also airing TV station breaks in Boston, Providence, and Chicago.

Video Use Increases

Use of television by its clients has been increasing steadily, Mr. Pitman reports, pointing to a number who are using the medium in addition to radio. These include Clinton Clothing Co., Albany Carpet Cleaning Co., Ring Clear Hosiery, and National Television Co. Listed among their large radio accounts are the First National Stores with the *Guy Lombardo Show* on the New England Regional Network and other stations, and Victor Coffee, which is sponsoring a news program on the Yankee Network.

Harvey P. Newcombe, radio and TV director at Harry M. Frost Co., declared, "As far as our situation is concerned, it looks as if business will be as active as any other fall —with the addition of some television. Most of our clients are renewing and some will perhaps increase their appropriations, reaching out into more national markets." Agency accounts already known to be increasing their appropriations are Ocean Spray for its Cranberry Sauce and Durkee-Mower, Lynn, for Marshmallow Fluff.

According to Paul H. Provandie, vice president at Hoag & Provandie: "Our fall radio picture looks very good. Some of our accounts have increased their use of radio for fall and the others have remained the same. Still others have added TV to their regular AM schedule." Among the agency's clients, C. M. Kimball, for its household products, and Hacker Brewing, Lawrence, have increased their use of radio announcements.

At Harold Cabot & Co., Jan Gilbert, radio and TV director, said that the agency's clients using radio and television would be as active as ever this fall and that there would be some increases, according to present indications.

Mrs. Sally Larkin, radio director of the Boston office, H. B. Humphrey Co., saw business in the New England area as being "as good and probably better this year than last year."

Station representatives also forecast an excellent season.

Bertha Bannan remarked, "Business is looking up after a dull spring, and prospects for fall and winter spot radio are good. Local radio stations throughout New England seem to be benefiting because some large national advertisers are taking appropriations from night-time network radio and placing campaigns on a spot basis, concentrating in areas where their distribution is good. Some of this may be attributed to television and the growing importance of local radio stations in their community."

Brief statements contributed by other station representatives include: "Spot billing business is on the upclimb," said Arthur C. Smith, manager of the Boston office, Edward Petry & Co. "Spot radio business in New England will be very good according to all present indications," said Elmer Kettell of Kettell-Carter.

FAIRMAN DIES

Agency V-P Polio Victim

HUTCHINSON K. Fairman, vice president of Hewitt, Ogilvy, Benson & Mather Inc., New York, died last Wednesday of poliomyelitis. He was 37 years old.

Mr. Fairman, a Princeton graduate, and native of Philadelphia, was formerly associated with BBDO and with Hanly, Hicks & Montgomery Inc.

He is survived by his wife, the former Polly Walton; a son, Hutchinson K. Jr.; a daughter, Patricia, his parents, William P. and Gretchen Endsley Fairman and a brother, Endsley Fairman.

RADIO program switcher, permitting user to select up to six stations without moving to radio, is now being offered to public through RCA sound products distributors. Switch was designed for disabled veterans use.

Seattle

(Continued from page 27)

local business picture for fall, because they don't yet know what the chains' programming will do to their schedule of availabilities. They face an additional complicating factor in that Seattle is one of the few major markets which will remain on Daylight Saving Time until Sept. 30.

Ray Baker, commercial manager for KOMO, Seattle's NBC affiliate, states that sharp inventory reductions in all retail lines has had a depressing effect on all summer business, including local radio.

"The fall situation is considerably different, however," he says, "with a pickup in retail and general rate classifications. Locally, Oregon City Woolen Mills has bought ten newscasts a week on a 52-week contract, through Romig C. Fuller and Assoc. National spot, which has been surprisingly good during the summer, will certainly be equal to 1948."

Because of the CBS program schedule, KIRO expects to be in a more favorable position than last year. Indications are also that the national spot business will at least equal last year's.

"Business already signed and the volume of business that seems indicated to come on our air during the fall and winter should give us a new all-time high in both national spot and local business," reports J. Archie Morton, manager of KJR, the ABC affiliate.

"Though local retailers have reduced their appropriations to some extent for the reason of the same pressures that have been felt nationally in the retail field for the past several months," he added, "we have been told by several of our retail customers that they anticipate upturns in sales in many classifications which should make the coming fall and winter a much brighter picture for them, and in turn would stimulate greater activity in sales promotion through the use of radio advertising. All in all, we at KJR are expecting a good business season in the coming months."

The Seattle office of Honig-Cooper gave BROADCASTING the following statement regarding winter prospects:

"Several of our clients operate on a calendar year basis, advertising-wise, and some of these have not yet decided on their 1950 advertising budgets. So it is difficult to make a general prediction at this time. However, on the basis of the budgets already approved, we believe advertising appropriations will average about the same as 1949, and the breakdown media-wise will not be much changed."

Before leaving on a trip through the East, Warren Kraft, agency vice-president and manager of the Seattle office, noted "a more active interest in advertising among the top management of our accounts," and added that radio appears to be holding its own as a strong medium.

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

KELO
MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA
MORE PEOPLE LISTEN
MORE TIMES
TO MORE PROGRAMS
on KELO
Than Any Other Radio Station in the entire rich Sioux Falls Market*
*Survey figures available any Pearson Office
NBC 5000 WATTS NATIONAL REPRESENTATIVE JOHN E. PEARSON CO.

Fall Business Roundup

Philadelphia

(Continued from page 24)

picture. Chief talk is that TV will go to town this fall; certainly the trend is toward television. What will happen to radio at night is anybody's guess. Simultaneous radio and TV broadcasting depends on circulation. At the moment in Philadelphia, there are 900,000 radio sets and 200,000 TV sets. Thus TV sets amount to about 20% and this is not enough to scare advertisers away from using radio. It will take two or three years before radio feels the pangs of hunger from 600,000 TV sets. Last three months of this year should see a seasonal pick-up; hot weather has had an adverse effect. We have been accustomed to too much profits and compare the present situation with the abnormal years of 1946 and 1947 when we should make the comparison with 1939, which would show us ahead of the game."

Mort Koshland, co-owner with Herb Ringold of Philip Klein Adv. Agency Inc., Philadelphia: "Advertisers who had TV shows last fall are going back to them this fall. We are formulating new TV shows and attempting to sell them. We are not running around with packaged shows. We tailor the show according to the client. We are taking advantage of every opportunity. For instance, we have sold radio time immediately preceding the Philadelphia Eagles and Penn football games this fall. The diversity of our business, from industrial to cosmetic concerns, warrants a feeling of optimism."

Solis S. Cantor, head of Solis S. Cantor Adv. Agency, Philadelphia: "We are busier than ever before in placing daytime radio spot announcements. We have continued to grow in the TV field since staging the first live program in Philadelphia (Miss Television Contest of 1947 when there were 8,000 sets). We are at work on a couple of live shows for the fall and they are now in the negotiation stage. It is tougher to get choice TV spots as there is a very limited amount of time available from 7:30 to 10 p.m.

"Our volume of business for the first six months of 1949 is well ahead of 1948 and this trend should continue for the next six months. We are ultra careful in watching credits and are turning down business. We could do double the volume of business if we wished to take credit chances. Business would be all right if economists would stop crying wolf and depression; they are doing great harm and making the little fellows fearful."

Jack Rensel, vice president of Weightman Inc., Advertising, Philadelphia: "We will shortly put on 'Eagles Camp,' a once-a-week sports show over WPEN (Philadelphia) built around Philadelphia Eagles football players and dignitaries. TV and radio clients are cautious. They want to spend money, but they want to be sure they are buying the right things. TV has glamor but its costs are rising. As for myself, I'm taking a Missouri attitude on a business pick-up—they'll have to show me. Everyone's got his hands in his pockets."

Edmund H. Rogers, senior partner and radio director of Gray & Rogers Advertising, Philadelphia: "Television billings have shown a three-fold increase in dollar volume over last year and radio schedules are topping the $400,000 mark this year. Gray & Rogers is planning a busy fall and winter season over both media. Bellwethers of Gray & Rogers radio planning are the extensive spot programs of Bell Telephone Co. of Pennsylvania and Diamond State Telephone Co. of Delaware, with an average of three spots weekly over 92 stations in a two-state area. Bell telephone is stressing party line courtesy, new facilities, proper phone usage along the lines of the successful pattern established over the past six years.

"Among clients using radio and television programs are Philadelphia Savings Fund Society with Ronald Colman's *Favorite Story* over KYW; Barbey's Sunshine Beer's *Sportsman's Show* over WPTZ; Philadelphia Chevrolet Dealers' *Sports Show* over WCAU with Bill Campbell and Keystone Auto Club's popular weekly half-hour *Musical Milestones* over KYW for the seventh year.

"Extensive spot schedules now in effect are being planned for the following: Fleishmann's Vienna Model Bakery, Allied Florists of Greater Philadelphia and Capitol Bakers of Reading, Pa.

"Time sales locally for both radio and television look bright with one stipulation, however—if program costs for television continue to rise in this area there is danger that purely regional sponsors in this area will find television too expensive a medium to buy.

"The answer is low cost programs with good audience appeal, capable of being produced locally, or packaged programs within reach of local sponsors.

"Radio is in no danger of being pushed into the background in the Philadelphia market. There is less opposition apparent to radio than there was last year.

"Television has proved itself as a sales medium, but many sponsors have discovered that a shrewd combination of radio and television programming is the most effective means of reaching the greatest listening audience."

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES:
IN QUINCY 522
IN WASHINGTON MET. 0522
GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

NARBA

(Continued from page 30)

closed, is slated to go under the chairmanship of FCC Comr. Rosel H. Hyde, with Fletcher Warren, U.S. ambassador to Paraguay, as political adviser to the group. Comr. Hyde has been in charge of all NARBA preparations for both the Commission and the State Dept. Other U. S. representatives:

From FCC — John A. Willoughby, acting chief engineer; James Barr, head of the AM Division, Engineering Bureau; Underwood Graham, who is assigned fulltime to NARBA problems; Ralph Renton, U. S. member of the North American Regional Broadcasting Engineering Committee; Bruce Longfellow and Edgar F. Vandivere, also of the Engineering Bureau, and Joseph M. Kittner, assistant to the general counsel.

From State Dept.—Ambassador Warren; D. R. MacQuivey, foreign affairs specialist, Telecommunications Division; Ray Harrel, attache at the embassy at Havana, and Miss Florence Kirlin, special assistant to the Assistant Secretary of State for Congressional relations.

Meanwhile it was learned that Carlos Maristany, who led Cuba's highly successful negotiations at the NARBA Interim Conference in Washington in 1946 and who has claimed he will play the same role at Montreal [BROADCASTING, June 27], was not named on the Cuban delegation. The 12-man group will be headed by Minister of Communications Arturo Illas. The Minister, however, expects to remain in Canada only a few days, after which Jose Manuel Gutierrez, veteran attorney at the Ministry, will preside over the Cuban delegation.

The Mexican boycott threw a cloud over the effectiveness of whatever new agreement may be reached among the other nations. Mexico is one of the four major powers in the NARBA group, and its geographical position gives its broadcasting operations a vital bearing on both the U.S. and Cuba.

Mexico's Claim

The reason ascribed by Mexico was as startling to U.S. observers as her move. The nation said she would not participate because she had not been able to make certain necessary "terrestial observations" —and that inability to make the observations was due to inability to get necessary equipment from the U.S.

U.S. authorities maintained the measurements of which Mexico spoke have relatively small importance so far as the conference itself is concerned, and that they had never heard of any Mexican efforts to obtain the equipment in this country.

The real motive, they felt, was a desire to protect the international *status quo* in Mexican broadcasting. They reasoned that Mexican authorities feel she has little to gain and much to lose by participation in the negotiations.

Chief among the possible losses would be 540 kc, the new broadcasting frequency which Mexico has put into operation with plans for 150 kw use even though operation was supposed to be withheld pending discussions at the NARBA conference.

Another "loss" might be in curtailment of Mexican border stations, and in failure to win renewal of the U.S. agreement under which a half-dozen of its clear channels are not used in this country at night.

In her defense it was pointed out that Mexico, aside from the 540 kc matter, has lived up to the principles of NARBA even though that document officially expired last March. Earlier, she indicated a willingness to extend NARBA formally, pending negotiation of a new treaty.

NARBA signatories are the U. S., Canada, Mexico, Cuba, Haiti, Dominican Republic, and the Bahamas.

The government-industry conference last Monday was called to receive final reports on special studies and to make a last canvass of plans. Approximately 40 industry, FCC, and State Dept. representatives participated. Comr. Hyde presided.

Reports included one on possible variations in channel spacings, prepared by a committee headed by Neal McNaughton, NAB engineering director. Designed to appraise the problems which would arise from narrowing the 10 kc broadcast channel to 9 kc or less, as some Latin countries reportedly favor [BROADCASTING, Aug. 29], the report was met with overwhelming agreement that any such move should be opposed uncompromisingly by the U.S. delegation.

Respects

(Continued from page 48)

arrived in "about 5,000" packages, he recalls, and it was his job to put the "jig-saw puzzle" together. To add to the complications, 24-inch-thick concrete slabs and 1¼-inch oak panels were found in the upper reaches of the Civic Opera Bldg. where the antenna was to be installed.

"But it was worth all these headaches," he says. "Television is *the thing*. It is an especially *good* thing in Chicago, where our programs equal those in New York—and at much less cost."

In spite of the problems encountered, Mr. Horstman set a record in hooking up WENR-TV's $1,500,000 worth of equipment. He started construction last July 1, and the station took the air Aug. 17.

Looking back over nearly a quarter-century of broadcast engineering, he got his biggest thrills covering Ohio River floods from a plane, and working as announcer-producer-engineer on certain assignments when fellow staffmen failed to show up. He had his biggest scare during the Chicago World's Fair of 1933 in a blimp mishap. The craft came in to land and its crew started throwing out ballast. Suddenly, due to a change in temperature, it lurched upward and Horstman & Co., who had been doing a remote from the cabin, found themselves floating over a Chicago airport for hours.

During the war, he received the second highest civilian citation for his work as liaison engineer between midwest broadcasting stations and the Sixth Service Command's air raid warning system. He has been praised by ABC officials for the efficiency with which he handles summer time-change repeats. It is at WENR that all summer programs destined for points west and south of Chicago are recorded, then aired at later hours.

Mr. Horstman was president of the National Assn. of Broadcast Engineers and Technicians for five years—1936 to 1941—and during that time also served as sales and promotion manager of *Broadcast Engineers Journal*, official NABET organ.

He was married in 1928 to a "Georgia Peach," Lily Mae Moseley of Atlanta. Their son James, 19, is a student of journalism at Drake U.

Although Mr. Horstman's chief hobby is "action" photography, he often may be seen tossing paper clips into a waste basket in his office some 20 feet from where he sits at a big walnut desk. This is a throwback from his days as a sharpshooter with the Genoa Indians basketball team in Lincoln, Neb.

Programs

THOSE "present and eating" in dining room of National Airport are eligible for $200 in prizes nightly plus $1000 or more jackpot on *Sky Club* quiz show over WWDC WWDC-FM Washington. Show features two m.c.'s, one of whom asks questions while other gives impersonations and sings. Occasional guest stars, not eligible for prizes, also appear. Program does not conflict with FCC ruling because all who receive prizes are present at show.

Selling Music

PROMINENT CITIZENS are salesmen on *Music for Sale* show aired over WHAN Charleston, S. C., making phone calls on program to their friends and telling them that for price of donation to American Cancer Society, platter will be spun "especially for you." Fact that there hasn't yet been a "No Sale" on show testifies to its helpfulness in campaign and listener-appeal.

Safety for Children

SCHOOL CHILDREN themselves make up part of panel discussion of traffic safety carried as series on WHYN Holyoke, Mass. Called *Safety for All*, show features a member of police department and the Inspector of State Registry of Motor Vehicles. Two school children are chosen to air their views on traffic hazards each week as well as one adult representing community group such as PTA or woman's club.

News Roundup

SIXTY-FIVE MINUTES of news of all sorts is presented daily at noon-hour on CHUM Toronto. News program starts off with half-hour of women's news, views and interviews, followed by 10 minute analytical news roundup, 10 minute sports newscast and interview, 10 minute recorded interview with people closely connected with day's local news, and five minute newscast. Six newscasters and commentators take part in program.

FTC REPORTS

Time Users' Assets High

FEDERAL Trade Commission has completed and transmitted to Congress a study of the "extent of concentration of economic power" in the United States for 1947 covering 26 manufacturing industry groups. FTC's report noted that 46% of total net capital assets of all corporations was concentrated in the 113 largest firms.

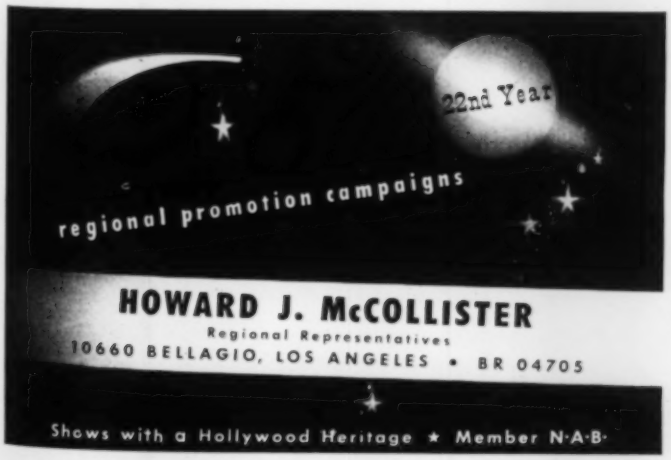
Companies engaged in turning out cigarettes and motor vehicles, among the foremost users of radio time, placed in the group of industries in which 60% control is enjoyed by three or fewer firms, FTC said. Cigarettes reached 77.6% while vehicles hit 68.7%. Distilled liquor, including companies whose brewing subsidiaries placed considerable beer advertising, was put at 72.4%.

Single largest corporations to hold high percentages of their industry's net capital assets found motor vehicles with 40.9%, cigarettes with 36.6% and distilled liquors with 29.0%. The single largest corporation in drugs and medicines controlled 8.49% of net capital assets in that field.

KRNT-FM Power

POWER output of KRNT-FM Des Moines has been increased through modifications in its present transmission facilities and installation of another antenna section, according to Charles Quentin, chief engineer. Station changed from a two to a four-pylon antenna, giving it a power output of 17 kw, and increased signal strength of about 40%. Power boost gives KRNT-FM, which duplicates KRNT ABC programs, greater effective radiated power than any other local FM outlet, Mr. Quentin said.

PLAQUE of recognition went to WAOK (FM) Chicago at Chicago Railroad Fair from National Cmmdr. James M. Callahan of Army and Navy Union for station's work in broadcasting union activities during past year.


22nd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

GRAB A BIGGER SLICE OF THE AUDIENCE...

Spin These Special RCA Victor "DJ" Platters*

SAMMY KAYE
Dime A Dozen
Everything They Said Came True
DJ-756

TONY MARTIN
Give Me Your Tired, Your Poor
Thursday Would Have Been A Year
DJ-757

THE THREE SUNS with ELTON BRITT and ROSALIE ALLEN

Soft Lips
Give Me Some Sugar, Sugar Baby
DJ-758

DIZZY GILLESPIE
In The Land Of Oo-Bla-Dee
If Love Is Trouble
DJ-759

*"DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

Promotion

WEEKLY CONTESTS sponsored by Abbots Dairies, 12 community newspapers and WFIL Philadelphia netted 12 teen-age queens, each of whom appeared on station's *Abbotts' Teen-Age Time* program. Queens were official hostesses at 39th annual baby parade in Wildwood, N. J., telecast on WFIL-TV. Nearly 100,000 people watched motorcade of 13 cars, all bearing station's name on banners, leave Philadelphia and arrive in Wildwood.

Accounts of Pilgrimage

RECORDING CREW from Rome will accompany pilgrims on their way to Rome for Christmas day opening of Holy Year, 1950. Programs will be sent to WOV New York and aired daily. Pilgrims are garnered via announcements sent to Italian language centers across country.

Locomotive Christening

EVENING BEFORE beginning journey from Macon, Ga., to National American Legion Convention in Philadelphia, WMAZ Macon played important part in christening ceremonies for small locomotive which carried Legionnaires to their destination. Member of station's commercial department christened engine and station reporter, Herb Kassner, traveled with train crew as director of public relations. En route to Philadelphia and while there, records were played over train loudspeakers telling about Macon and middle Georgia. Station presented 40 and 8 voiture of American Legion local contingent with copies of records.

Chicago Mailing

TWO-FOLD blue, black and white promotion folder on "the station with personality that sells" was circulated last week by WJJD Chicago. The folder, fronted by an antenna calling attention to 50 kw power, plugs "outstanding music" of six disc jockeys and "exclusive sports" with Bob Elson and Red Grange. Final page outlined "America's greatest mail-order programs," with Randy Blake on *Suppertime Frolic* and Chuck Bill on *Breakfast Frolic*.

Low Cost: High Rate

HANDSOME BROCHURE whose cover bears question, "Can a television show get top ratings at moderate cost?" has been sent to all leading advertisers by Newell-Emmett Co., New York. Inside booklet, agency cities *Chesterfield Supper Club, Arthur Godfrey and his Friends* and *Suspense* as three TV network programs sponsored by Newell-Emmett clients which have answered question affirmatively. Brochure also discusses various types of video commercials used by agency such as live, motion picture, animated cartoons, action displays, and stop-motion, as well as its Videotown and other surveys of TV set-buying and viewing habits.

Pens Give Regards

BALLPOINT Eversharp Pens, enscribed "Regards, Eddie Cantor", are being sent to radio editors heralding Mr. Cantor's assumption of m.c. role on *Take It or Leave It*. Show is aired Sunday from 10 to 10:30 p.m. over NBC, and sponsored by Eversharp Co.

SRO on Tour

LED by Farm Service Director for WOW Omaha, Neb., Mal Hansen, 200 farmers and their wives from Nebraska, Iowa, Kansas, Missouri, South Dakota and Michigan will begin tour of nine western states, parts of Canada and Mexico. Tour will leave Omaha Sept. 15 in 16-car, all-Pullman, air-conditioned special train with meals provided aboard, and return at end of month. Farm and civic leaders at stopping points on tour are planning special welcoming ceremonies. Farmers will attend two farm fairs besides seeing farms and farming developments of interest throughout that part of country. Bill Wiesman, WOW promotion manager, and Lawrence Youngman, president of Travel and Transport Inc., are handling arrangements.

KSL Mailing

DRAWINGS OF LISTENERS in paroxysms of enjoyment, pouring out of large loving cup labeled KSL, highlight folder sent to advertisers and agencies by KSL Salt Lake City. Bulletin remarks, in part, "It's overwhelming . . . (but not surprising) Throughout Intermountain America . . . KSL is the listeners' choice by more than 3 to 1." Ratio is result of survey conducted by Benson & Benson Inc.

Show from Pier

NEWEST WPEN Philadelphia mailpiece depicts Eddie Newman among the stars hovering over Steel Pier with mike in hand. Piece heralds: "The Eddie Newman Show. Now . . . Atlantic City Steel Pier Major Attraction." On waves of Atlantic near Steel Pier grandstand appears message: "Steel Pier's management asked for the Eddie Newman Show and now every Monday night, thousands of vacationists from New York and Philadelphia and residents of Atlantic City meet there to see and hear the show that's breaking listener records from 11:05 P.M. till 2:00 A.M."

Pleasing Public

HELPING PUBLIC to get what it wants, when it wants it, WOKO Albany, N. Y. conducted "Cast Your Vote" week over *Pigfoot Pete's Jamboree*. Program's fans voted, expressing their feelings about various aspects of show, and as result, time of program's airing was changed.

Station Announces Network Series

IN BRIGHT green folder, KTSA San Antonio, Tex., announced CBS *Nation's Defenses* series to its listeners. Dates of programs, accompanied by short agenda for each show, was given and listeners were encouraged to hear distinguished speakers discuss vital problems.

Speeding Sales

DRAWING of girl on surf board and blue plastic coaster point up message on cover of folder sent to trade by WIBW Topeka, Kans. Message is, "Are Your Kansas Sales Just 'Coasting'?" Readers are invited to send for more coasters, copies of Whan survey and station's availabilities. Small reply card is attached for this purpose. Back of folder shows "Magic Circle" area described by Roger Babson, economist, in near center of which is WIBW. Final remark is "For Sales Magic in the 'Magic Circle' Hire WIBW."

Boy Gets Ice Cream

WHEN Rural Youth Exchange Delegate William Lefes wrote to Homer Martz, farm director for KDKA Pittsburgh, bemoaning the fact that he couldn't get ice cream at farm he is working on in Bern, Switzerland, he hardly could have expected such gratifying results. Mr. Martz made arrangements with Reick-McJunkin Dairy Co. of Pittsburgh and TWA, and soon large package, labeled "KDKA Sealtest Ice Cream" was sent to homesick youth.

Poll Winner

GREEN AND BLACK folder featuring reprint from *Cleveland Press* concerning Press Radio Poll has been sent to trade by WGAR Cleveland. Station took top honors for third consecutive year, winning more than twice as many points as second place station. Folder concludes, "The Biggest Show in Town—Your Best Buy in Cleveland Radio—WGAR."

Promotion Personnel

WALTER H. (Bill) STAMPER, program manager for WDXB Chattanooga, Tenn., since its signing on a year ago, resigns to become promotion director for WDOD WDOD-FM Chattanooga.

ANNE JACK of promotion staff at WNJR Newark, N. J., and Clay Marsh have announced their marriage.

WEEKLY PRESS

Hanna to Present Awards

MICHAEL R. HANNA, general manager of WHCU Ithaca, will present "Press Leadership Awards" to leading community newspaper weeklies at Cornell U.'s third annual Press-Radio dinner this Saturday. The occasion will climax 1948-49 competition initiated among 68 community papers by the station through its Sunday program, *The Radio Edition of the Weekly Press*.

Six cash awards totaling $1,700 and three "special citations" will be given by Mr. Hanna to weekly newspapers chosen by a board of judges for consistently spurring community thought through their editorial columns or for aggressive leadership in promoting community action on local problems. Erwin D. Canham, editor, *Christian Science Monitor*, one of the judges, and others will speak at the dinner, to be attended by over 100 weekly newspaper men and women, representing over 50 newspapers.

Awards are based on WHCU's radio-press features, begun in May 1946, which reports columns of the weeklies each Sunday afternoon. Program was honored in 1947 with the Peabody Award, and WHCU has since supplied formats to nearly 20 other stations throughout the country and Canada, including half-a-dozen in New York state. As a result, several hundred community weeklies today are engaged in joint press-radio cooperation to report at grass roots level.

the EL PASO Southwest's NUMBER ONE Salesman...

MORE DIALERS PER DOLLAR

KROD (CBS) 600 on your dial 5000 WATTS SOUTHWEST NETWORK

● Put this salesman to work for you in the rich El Paso Southwest market. He will make more calls for you or your client per dollar invested. On your next schedule put KROD on your "must" list because KROD gives you "more dialers per dollar."

RODERICK BROADCASTING CORP.

●

Dorrance D. Roderick
President
Val Lawrence
Vice-Pres. & Gen. Mgr.
Represented Nationally by
Taylor-Borroff & Company, Inc.

KROD *Your Southwestern Salesman*
EL PASO • TEXAS

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

The RCA-7C24 *Power Triode used in the new RCA FM Transmitter*

. . . an important contribution to FM broadcasting

DESIGNED from the ground up to meet the special requirements of FM . . . this RCA "metal header" power triode is a striking example of RCA's leadership in modern tube development. In addition to increased ruggedness and unusual operating economy, the RCA-7C24 offers you these important benefits:

1. The flanged header effectively shields the filament input from the plate output in grounded-grid circuits . . . and provides a low-inductance path from grid to ground. Hence, neutralization is not necessary.

2. The mid-tapped, double helical filament minimizes lead inductance.

3. The copper conical grid support holds grid firmly in position . . . reduces lead inductance . . . provides more efficient grid cooling.

4. The thoriated-tungsten filament offers important savings in filament power.

The RCA-7C24 power triode is used in RCA 1-kw, 3-kw, and 10-kw FM Transmitters.

For your convenience, RCA tubes are available from your local RCA Tube Distributor or direct from RCA. For information on any RCA tube, write RCA, Commercial Engineering, Section 37IP-1, Harrison, New Jersey.

The world's most modern tube plant . . .

RCA, LANCASTER, PA.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RADIO CORPORATION of AMERICA

ELECTRON TUBES **HARRISON, N.J.**

Los Angeles

(Continued from page 26)

utilizing radio for the first time. Toy Productions of Hollywood Inc. (a seasonal advertiser) through L. W. Ramsey Adv., starting a Christmas campaign Nov. 7, plans to spend more than $100,000 for spot radio and television in major markets to promote Bugs Bunny and Porky Pig, talking toys. Sierra Candy Co., San Francisco, will include spot radio with other media in special markets in the 11 Western states, making dealer tie-in.

Eureka Chemical Co., El Monte, Calif. (Hi-Ten), through H. C. Morris & Co., has already started its campaign. Prepared Products Co., Pasadena (Dixie Fry seasoned flour), is testing, with placement through Dan B. Miner Co. The Aljohn Co., Oakland (Enduv, hosiery run preventative), has earmarked new money for a Pacific Coast spot campaign, through Elliott, Daly & Schnitzer.

California Fruit Bread Inc. (Sunloved California fruit bread) will be a heavy user of spot radio and television nationally starting this month as franchises are granted to bakeries in various areas, according to J. B. Kiefer Inc., handling account.

Karls Shoe Stores Ltd., (Pacific Coast chain), one time user of regional network radio, has extensive fall plans with local store tie-in. Firm currently has five-weekly morning newscast on KFWB Hollywood, and sponsors a series of John Wayne feature films on KTSL (TV) Hollywood.

Stations are optimistic, based on business on hand and planning assurance of advertising agencies. Sustantiating are station representatives "in the know" on several campaigns. They happily anticipate a heavy flow of spot business for fall and winter. Many of them predict confidently that this volume will far exceed the 1948 level. Station management in the Los Angeles area agrees, but with added caution of "but" and "if".

Although spot business emanating from San Francisco remained steady during this past summer, that was not the situation in Los Angeles. It slowed down to a walk. Reiterating, much spot business out of Los Angeles was cancelled outright, or postponed.

With retail business off and television making inroad to a degree, several Los Angeles area independent stations declared it was the worst summer in years, but survey on business conditions just completed by the Southern California Broadcasters Assn. belies this. Robert J. McAndrews, general manager of SCBA, declares the reported sharp slump in radio advertising has been greatly exaggerated as far as Southern California stations are concerned.

Of 18 answering the SCBA questionnaire, eight reported summer business ahead of last year, six were behind and four others that replied were less than a year old. Increases were noticeably greater than decreases, ranging from 10% for KIST Santa Barbara, to 79.5% for KITO San Bernardino. Median increase was 15%, reported by KWKW Pasadena and KFAC Los Angeles.

Decreases ranged from 1½% to 18% with a median of 4%.

Several stations reported slight drops in gross receipts over last year, but better positions in net. One Los Angeles network-owned outlet said a drop of 16% in local business was more than compensated by a 21% jump in national billings.

Practically all stations which were in existence before the war showed heavier business this past summer than in 1940. Most of the outlets polled indicated their employment level is the same as a year ago. Two noted decreases of 10% and four said they have raised employment from 5% to 15%.

There has been a process of readjustment in radio so far as used car dealers are concerned. Many have curtailed their use of station time. Some have gone off the air entirely, thus opening station time to other types of advertisers. One of the heaviest users of radio in the Southern California area is Kelly Kar Co., which also but recently branched out into television. Central Chevrolet, besides a weekly 60-minute program on KMPC, uses a heavy spot schedule on seven Los Angeles area stations. Taylor Auto Co. is another dealer consistent in local spot radio and recently starting in television. New car dealers such as Ford, Pontiac, Studebaker, Hudson, Buick and Chevrolet are heavier users of local time, using programs as well as announcements.

Manufacturers and distributors of such products as soap, drugs, cigarettes, cereals, coffee, beverages, foods have either renewed old contracts or are starting new campaigns, utilizing regional network and/or local station time. Household durable equipment such as vacuum cleaners, washing machines, and similar heavy supply items will start the autumn season with hard selling campaigns. Liberalized financing terms will help sales in these lines, according to agency men. Heavy promotion of clothing will help swell station revenues this coming quarter.

Petroleum companies continue to be consistent users of West Coast regional network time. Hollywood film studios too have become fairly consistent time buyers. They are successfully using quarter-hour local programs, participations and spot announcements nationally to plug current pictures.

Although majority of national advertisers make their plans and decisions in New York, agency executives concede that Hollywood continues to dominate as the originating point of network commercials. National advertisers still demand "name" shows.

Over-all optimism permeating the West Coast radio advertising picture is reflected in the observations expressed by network sales managers.

Ward Ingrim, vice-president in charge of sales for Don Lee Broadcasting System says: "We look for a big fall this year; even better than '48. In these days of hard competitive selling, an aggressive company recognizes more than ever the need for the effective sales punch of broadcast advertising."

Whitehall Pharmacal Co., Grove Labs., Vicks Chemical Co., and Seecks & Kade (Pertussin) in late September will be on the regional network with a combined total of 3¾ hours weekly, he said. Mr. Ingrim also pointed out that there are network renewals for such advertisers as Langendorf United Bakeries; J. A. Folger & Co., (coffee); Miles California Co., (Alka Seltzer); White King Soap Co., and Wildroot Co. Other regional network advertisers who are committed through fall and winter include California Medical Assn.; Chrysler Dealers; Lewis Food Co. (dog food); Lydia E. Pinkham Medicine Co.; Standard Oil Co. of Calif., and Wilco Co.

"ABC Pacific has just closed the most successful year in its history and every indication points to an even better season for 1949-50," said Robert Laws, ABC western division sales manager.

He disclosed that ABC Pacific sales for the first half of 1949 rose to 224% above a similar period in 1948. He felt this autumn should see a continued return to a normal competitive market and the use of radio for uniform, overall coverage should increase.

"ABC Pacific in the past three years has hypoed its overall station power 335% and added four 50,000 w stations in such markets as San Francisco, Portland, Spokane and Sacramento," he said.

Richfield Oil Corp. has renewed its six weekly 15-minute *Richfield Reporter* on 19 ABC Pacific stations. Other advertisers signed through the 1949-50 season include Pacific Greyhound Lines, with weekly 15 minute *Romance of the Highways* on 10 Pacific stations; Langendorf United Bakeries, five-weekly *Zeke Manners* on 8 Pacific outlets; Budget Finance Corp., *James Roosevelt Speaks* on 7 Pacific stations; Globe Mills Inc., five-weekly, 15-minute *Surprise Party* on 15 western stations. Regal Amber Brewing Co. Sept. 9 starts a weekly five-minute sportcast on 11 California stations. Petri Wine Sept. 21 starts *Adventures of Sherlock Holmes* on ABC stations. Dawn Bible Students Assn. takes on sponsorship Oct. 16 of *Frank & Ernest* on that network.

NBC has very few time openings on a regional network basis available for sponsorship, having virtually sold out in the period which can accommodate regional adver-

The Texas Rangers

"AMERICA'S FINEST WESTERN ACT"!

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations – ask about our new sales plan!

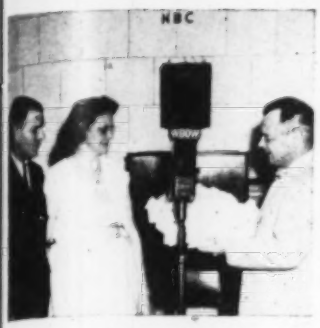
Wire, write or phone

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

You don't need a slide rule to find
THE ECONOMY BUY IN NORFOLK!
Get the facts from BROADCASTING MARKETBOOK (page 191)
Consult SALES MANAGEMENT'S "Survey of Buying Power", May 1949, about
VIRGINIA'S NO. 1 MARKET
POPULATION.....567,400
and remember . . .
"We Solve Advertising Problems"

WSAP 1490 KILOCYCLES
MUTUAL NETWORK AFFILIATES
SERVING PORTSMOUTH NORFOLK NEWPORT NEWS
WSAP-FM 99.7 MEGACYCLES OR CHANNEL 259

B. Walter Huffington, General Manager **Ask Ra-Tel!**



DURING follow-up on wedding aired over WBOW Terre Haute, Ind., 20 years ago, Station Manager Ferrall Coppetoe (r) presents Mr. and Mrs. William Huffman with anniversary cake. Couple were married at the station and the ceremony was aired. They returned for an anniversary broadcast 20 years later, at which the same organ melodies were played.

fall with the addition of new TC programming such as the Jack Benny, Edgar Bergen-Charlie McCarthy, Red Skelton, Bing Crosby, Burns & Allen shows, plus new ones developed by the western program division to fit in with this schedule."

Advertisers on CBS Pacific Network include Roman Meal Co., Household Finance Corp., Seally Mattress Co., Mennen Co., Peter Paul Inc., Dennison Food Co., Alberts Products Co., Signal Oil Co., Bekins Van & Storage Co., Miles California Co., Metropolitan Life Insurance Co., Colgate-Palmolive-Peet; California Packing Corp., with Tidewater Associated Oil Co. sponsoring footall with start of season.

Agency executives would not hazard a guess on what percentage would be spent on radio and/or television this autumn. Typical agency reaction and opinions follow:

Lockwood-Shackelford Co. has had "no client mortality" and are holding advertising budgets without slashes, but with no increases, according to Lou Holzer, vice-president in charge of radio and television. Radio billings, he believes, will hold their own to the same level of 1948.

"Many advertisers, inactive during the past eight months have been holding that money, building a reserve and with fall will be in both radio and television doing a hard selling job," he said . "Advertisers are twice as careful as before. They are cognizant of change in market from seller to buyer. They are now inducing sales rather than just shouting their wares."

Agency radio clients include Los Angeles Brewing Co. (East Side Beer); California Medical Assn. (institutional); Kern Food Products Inc. (preserves, jellies, etc.); Santa Fe Vintage Co. (wines).

Although Walter McCreery, president of Smith, Bull & McCreery Adv. said he did not anticipate any increases in client's radio advertising budgets for balance of the year, there will be no cutbacks. New business developing will be utilizing radio, and there is expression on the part of dormant local and regional accounts to be active again in the medium. Billing though, will equal that of last year, he said.

Although Seaboard Finance Corp. a big spot user nationally for many years, last April did considerable curtailment, diverting that money to newspapers, the agency "hopes" to have the advertiser back in radio with a heavy schedule. Seaboard will also be a TV spot user in selected markets on a test basis this fall. Several other accounts of the agency are also making gradual transition to television, but are not reducing their radio advertising structure, Mr. McCreery declared.

Hoffman Radio Corp. (TV receivers), Sept. 16 starts sponsoring UCLA-USC football on KECA-TV, and will also have a weekly television show in Salt Lake City, Seattle and Houston. Continuing are the weekly 60-minute *Hoffman Hayride* on KTLA-TV and KFMB-TV; 30-minute *Hoffman Hayride* on KGO-TV; and a half-hour video show on stations in the Fort Worth-Dallas and Houston markets. A dealer tie-in spot radio campaign in the Southern California area is also planned.

Albin Enterprises, Los Angeles (novelties, household appliances), testing in the New York market, will expand to other areas in fall.

Enthusiastic is Robert J. Davis Jr., radio director of Davis & Co. who stated that the agency is geared to "expanded activity" for fall. Agency's clients include several food accounts. Some are seasonal; others year-round users of spot radio.

Scudder Food Products (peanut butter, potato chips), has a spot schedule on 27 California stations. American Fruit Growers (Blue Goose fresh and processed foods), Sept. 12 starts concerted campaign with participation on women's programs in 20 major markets nationally. Other radio using accounts of Davis & Co. include Pacific Coast division of Wilson & Co. (meat packers), and Fruit Industries Ltd., San Francisco (wines).

"Radio and television prosepcts for clients of our agency are better than ever before," said Hilly Sanders, vice-president in charge of radio and television for Dan B. Miner Co. "All are holding budgets. There has been no cutting. Some are increasing. In most instances new budgets are being created for television.

"Interstate Bakeries, as example, user of Southern California spot, is setting up an additional budget for television. Many of our clients will be television users by mid-fall. Campaigns are in the embryonic stage."

Agency clients include American Beauty Products Corp. (macaroni), with a spot campaign in the 11 Western states; Kerr Glass Mfg. Corp., Sand Springs, Okla., seasonal user, using 88 stations in a spot national campaign now under way; Foreman & Clark, (clothiers), using stations in selected markets in a Pacific Coast campaign.

Although accounts of Scholts Adv. Service will hold radio appropriations to the same level as last year, majority will have supplementary budgets for television this fall, revealed Tom Scholts, radio-television director. With more than 170,000 TV sets in the

(Continued on page 78)

sers, according to Frank A. Bud) Berend, western sales manger. The business situation at he network's Western division eadquarters continues to be noral he said, listing but two half-ours open for sponsorship.

Since announcement that the wned and operated KNBH (TV) ould begin a seven-day-per-week perations, starting Oct. 2, Mr. erend said many availabilities are pening up. Business index so far s TV is concerned looks on the pgrade, he declared. With no Los ngeles AM owned and operated utlet, NBC has no local sales roblem in that respect, he reminded.

Advertisers utilizing NBC Western Division network facilities include General Mills, Studebaker Corp., Albers Bros. Milling Co., Los Angeles Soap Co., and Standard Oil Co. of Calif.

Wayne R. Steffner, CBS Western Division sales manager, declared "From renewals on hand and new business signed, the Columbia Pacific Network will equal or surpass its successful 1948-49 season in sales activity. Interest among new advertisers indicates a good fall season.

"Our program popularity shows a tremendous increase over last

WSLI
JACKSON
MISSISSIPPI
1st In Listening
April 3, 1949 Conlan
5000
WATTS
Day and Night
930 K.C.
American Broadcasting Co.
WEED & COMPANY
NATIONAL REPRESENTATIVES

MA PERKINS

OXYDOL Saves money with Columbia (LP) Microgroove Transcriptions

Dancer-Fitzgerald-Sample, Inc., producers of "Ma Perkins," report a saving of $2500.00 on just *one* series of programs covering 25 spot stations. A saving that amounts to 75¢ per pressing —savings over and above economies in packaging and shipping!

NEW BANDING TECHNIQUE
Newest advance in radio transcription recording—possible only by the Columbia LP Microgroove method.

Columbia LP Transcriptions permit up to 20 minutes of program per side. This allows the "Banding" or separating of a 15 minute transcription into sections—for example:

Band 1 *Billboard*
Band 2 *Opening Commercial*
Band 3 *Body of Show*
Band 4 *Closing Commercial*
Band 5 *Tag*

Each section stands out—but is connected by spirals.

COLUMBIA TRANSCRIPTIONS
A Division of Columbia Records, Inc.
Trade-Marks "Columbia" and (LP) Reg. U. S. Pat. Off. Marcas Registradas
LOS ANGELES NEW YORK CHICAGO

until September 15

➔ FREE ➔

To New Subscribers

212-Page Fact-Packed

MARKETBOOK
SPOT RATE FINDER
ESSENTIAL MARKET FACTS

MARKETBOOK
SPOT RATE FINDER
SPOT RADIO FIGURES

MARKETBOOK
SPOT RATE FINDER
RETAIL SALES BREAKDOWN

MARKETBOOK
SPOT RATE FINDER
COUNTY, STATE FIGURES

MARKETBOOK
SPOT RATE FINDER
AM FM TV STATION DATA

MARKETBOOK
SPOT RATE FINDER
SERVICE FOR A YEAR

MARKETBOOK
SPOT RATE FINDER
SINGLE COPIES $1.00

MARKETBOOK
SPOT RATE FINDER
FREE TO SUBSCRIBERS

MAIL COUPON TODAY

$7.00 1 Yr. $12.00 2 Yrs.

Send me 52 weekly issues, 1949 MARKETBOOK, and 1950 Yearbook in January.

NAME

STREET

CITY ZONE STATE

I ENCLOSE $_____

PLEASE BILL ME ☐

BROADCASTING • TELECASTING
Nat'l Press Bldg., Wash., D. C.

Production

GEORGE C. STEVENS, former business manager, NBC Radio Recording Div., appointed sales service and traffic manager of WNBC and WNBT (TV) New York. Thomas B. McFadden, stations' manager, announced Friday. Mr. Stevens joined NBC in April 1945 as office manager of recording division.

SHELDON BREN, formerly production manager of KGEM Boise, Idaho, joins announcing staff of KUTA Salt Lake City, as relief announcer.

DEL SHARBUTT and **JOHN HIESTAND** signed as commercial announcers for CBS *Jack Benny Show* starting September 11.

AL SIMON joins writing staff of NBC *Truth or Consequences*.

SHIRLEY BRETT, graduate of U. of Western Ontario School of Journalism, joins CBM Montreal, as commentator on women's morning programs.

HAL FREDERICKS, veteran of 10 years in radio, joins KXOK St. Louis as m.c. of *Song and Dance Parade* show.

JEAN PURRINGTON joins staff of WTWN St. Johnsbury, Vt., as continuity writer and women's director.

GEORGE F. LEYDORF, vice president in charge of engineering for WJR Detroit, elected a director of station. He has been with station for three years, and was given Eta Kappa Nu Award for outstanding radio engineering in 1941. Last year he represented 15 clear-channel stations at North American Regional Engineering Conference in Havana, Cuba.

Mr. Leydorf

RAY DARBY of KECA Hollywood guest relations staff, promoted to ABC directing division.

CARL M. STANTON, former head of nighttime radio and television at Dancer-Fitzgerald-Sample, New York, joins NBC television department. His exact assignment as yet is unannounced, but it is believed he will serve in programming.

RAY STARR resigns as program director of KAYX Waterloo, Ia. His future plans will be announced after vacation in New York. **GLORIA RICHARDSON**, formerly of KXEL Waterloo, has joined KAYX as copywriter.

DORWIN BAIRD appointed production manager of CJOR Vancouver, succeeding **DICK DIESPECKER**, resigned on account of ill-health.

TED CROWLEY replaces **JOHN MUTTY** as combination man at WTWN St. Johnsbury, Vt.

MRS. JACQUELYN SHERRIN, former copy-writer with WRAL Raleigh, N. C., for three years and studio accompanist at WRAL, WBIG Greensboro and WDVA Danville, Va., has been appointed director of women's activities for WDVA.

HOWARD M. PAUL, radio-TV director of W. D. Lyon Co., Cedar Rapids, Iowa, resigns Sept. 7 to become radio-television script writer at WLW Cincinnati. Formerly assistant radio director at BBDO, Chicago, he has been associated with WLS Chicago and WTMJ Milwaukee.

Mr. Paul

RICHARD S. MILBAUER, staff member of WHAU, Madison, Wis., awarded fourth H. V. Kaltenborn Radio Scholarship by University.

JOSEPHINE WETZLER, educational director for WLS Chicago, has left for three-week visit to Europe. While there she will study youth activities. Miss Wetzler's show, *School Time*, has won duPont award.

JOHN D. SCHEUER Jr., operations assistant to general manager of WFIL Philadelphia, addressed pre-convention meeting of national radio committee of American Legion Women's Auxiliary on "Station Relations."

JOE TRAVIS, disc jockey for WALL Middletown, N. Y., and Rosemarie Camarano plan to be married Sept. 4.

BOB BAILEY of Don Lee *Let George Do It* is the father of a boy, Robert B. Bailey, Jr.

Kermit Lyons Dies

KERMIT LYONS, 43, writer on the staff of the CBS *Arthur Godfrey's Talent Scouts*, died of a heart attack Aug. 22 at his Brooklyn home. Mr. Lyons is survived by his wife, Rose, and a daughter, Lois.

FSA DISC SPOTS

Second Series Available

A SECOND series of 23 one-minute transcribed spot announcements on the employment of rehabilitated blind workers is available to radio stations without cost, the Office of Vocational Rehabilitation, Federal Security Agency, Washington, has announced.

Participants in the shows include: Fred Waring, Ben Grauer, Helen Hayes, James Melton, Jimmy Durante, Fred Allen, John Kiernan, Kay Kyser, Milton Cross, Red Barber, Clifton Fadiman, Mrs. Lou Gehrig, Henry Fonda, Joan Fontaine and James Thurber (by proxy).

The messages given in the programs are that state vocational rehabilitation agencies provide complete rehabilitation services and that people thus trained make excellent employes. Transcriptions, on two double-faced discs, are open-end to allow for local closing announcements. OVR says they are available through state vocational rehabilitation agencies, state commissions for the blind or the Federal Security Agency, OVR, Washington, D. C.

How Does He Know?

WNAX Yankton, South Dakota, has thoroughly indoctrinated the idea of radio's apparent infallibility into at least one segment of its listening audience. A member of the younger listening set is convinced that WNAX weather reports not only forecast but also dictate future weather. Bobby Smith, four-year-old son of the secretary of Yankton's Chamber of Commerce, a regular listener to Whitey Larsen's WNAX evening newscast, one evening inquired whether God was also a Whitey Larsen listener. For, as Bobby reasoned, "If God doesn't listen, how does He know what kind of weather to send?"

for a better-than-ever BUY
IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION
5,000 w AM 50,000 w FM
1390 KC 105.1 MC
WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

Do you know

HOW THESE 9 FACTORS AFFECT THE QUALITY OF DISC REPRODUCTION?

1 INTERMODULATION DISTORTION?

Intermodulation distortion—present in many types of record reproducers to a far greater degree than suspected—causes "fuzziness" in reproduction, particularly at the higher frequencies. Low intermodulation distortion is essential for *clean* reproduction.

2 TRANSLATION LOSS?

When record groove velocity decreases (as the stylus moves closer to the center pin) a loss in high frequency reproduction occurs. To keep this "translation loss" to a minimum, stylus tip radius, stylus force and mechanical reactance must be in correct balance.

3 STYLUS FORCE?

While low stylus force is desirable to lengthen life of records, *too* low a force frequently results in inability of the reproducer to track properly at high frequencies. This, in turn, produces high intermodulation distortion. Stylus force should be kept to the lowest value consistent with proper tracking.

4 MECHANICAL IMPEDANCE?

For a given stylus force, low mechanical impedance in the reproducer stylus improves tracking at both low and high frequencies. Both ends of the recorded spectrum are therefore reproduced with less distortion.

5 UNWANTED OUTPUT?

On lateral recordings, the pick-up unit should not reproduce the unwanted vertical output which can result from surface irregularities, turntable vibrations and riding up of stylus on groove walls. Conversely, on vertical recordings, the pick-up unit should not reproduce the unwanted output caused by lateral stylus motion.

6 ARM RESONANCE?

The reproducer arm should not have resonant points within the spectrum of frequencies normally reproduced. If the resonant frequency of the arm is within the range of frequencies on the transcription or record, the resonant vibration of the arm will cause a spurious response.

7 FREQUENCY COMPENSATION?

The reproducing equipment must provide the correct frequency compensation for the recording characteristics most commonly used. Since different recording companies use widely varying characteristics, a correspondingly wide choice of equalization characteristics must be available.

8 SCRATCH EQUALIZATION?

A choice of scratch equalization is also necessary to meet the surface noise conditions of all records. "Rolloff" of reproducing curves must permit maximum scratch reduction while retaining as much as possible of the original material on the record.

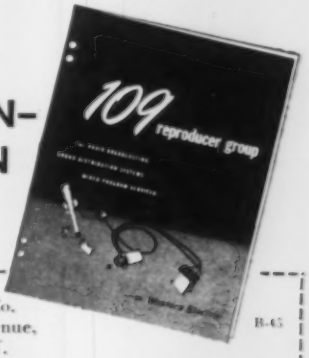
9 NOISE PICK-UP?

The signal-to-noise ratio must not be impaired by induced noise pick-up in the reproducer or equalizing circuits. Design of the equalizer and repeating coil should minimize hum pick-up from motor fields or other sources.

How does the 109 Type Group stack up against these reproducer requirements?

Western Electric has just issued a 12-page bulletin explaining in greater detail the importance of these nine factors in high-quality reproduction—and showing just *why* the design of the 109 Type Reproducer Group results in outstanding performance. You'll want to have all these facts when you select reproducing equipment!

CALL YOUR LOCAL GRAYBAR REPRESENTATIVE FOR A COPY OF THIS NEW BULLETIN—OR MAIL COUPON BELOW



Graybar Electric Co.
420 Lexington Avenue,
New York 17, N. Y.

B-45

Gentlemen: Please send me a copy of Bulletin T2551, "109 Reproducer Group."

Name _____

Title _____

Company _____

Street Address _____

City _____ *State* _____

Western Electric

—QUALITY COUNTS—

Distributed by GraybaR — OFFICES IN 100 PRINCIPAL CITIES

DISTRIBUTORS: IN THE U.S.A.—Graybar Electric Co. IN CANADA—Northern Electric Company, Ltd.

Los Angeles

(Continued from page 75)

Los Angeles area, he considers it a "real buy" for several of the agency's clients. Barbara Ann Baking Co. has a heavy spot schedule on Southern California stations and also sponsors the weekly 60-minute film *Hopalong Cassidy* on KTLA-TV Hollywood. Mandarin Food Products Inc., (Nu Trishus Brand Meat Balls), has the 16-minute weekly *Adventure Album* on KTLA-TV. Other television markets are contemplated.

Fall prospects at Allied Advertising Agencies Inc. are "very encouraging and very promising," with the "best year ahead since 1946," said Bill Welsh, general manager. Firm, very active in the spot field, has several new accounts, for, in the main, new products.

"Our optimism is based partly on increased budgets by present radio using clients, but even more important by the fact that some of our new clients are signing for radio, and TV to become active this fall."

He pointed out that anxiety to get on television has diminished. "The glamor of being on television has died down," he said. "Some of our old and new accounts aren't so frantic to advertise via television. We must now sell them on its use."

Arden Farms Co., Los Angeles and Seattle (dairy products), which spends around a quarter-million dollars annually on Pacific Coast radio and television, after a summer lay-off returns with spot announcement schedules and local programs. Pacific Finance Co., (loans), is on 35 stations cross country and with live local programs and transcribed commercials. Other stations are to be added. Vacuum Cleaner Co. of America, placing through Allied's San Francisco office, is using 15-minute programs on 40 California and Oregon stations, and will add to list.

"Several of our accounts who were AM radio users this past winter and spring, following a summer hiatus, will return to the medium and in addition will use video, " said Frank Ryhlick, radio-television director of Ross, Gardner & White Adv. "To our client TV is strictly a dollar and cents proposition. If it can do a merchandising job for our client then we'll recommend it. There is no glamor attached to television as far as we as concerned. It is a most effective selling medium." Jaclane of California, (women's clothing), Sept. 4 started weekly 30-minute recorded concert music on KFAC Los Angeles, and will expand to other stations. Hot Point Dealers of Southern California, is using local area spot radio and television.

Martin J. Haimes, vice president in charge of Hollywood operations for H. C. Morris & Co., reports that agency clients are "substantially increasing budgets over last year to include all media."

Agency has several radio and television advertiser accounts. Included are Eureka Chemical Co., El Monte, Calif. (Hi-Ten, a liquid detergent), with spot announcement campaign on 7 So. California stations, plus participation in *Dollars & Doughnuts* on KECA and weekly *Betty & Sylvester* on KFI-TV. Alberts Products Co., Portland, Ore., (Portland Punch), sponsors 15-minute Saturday morning segmen of *Meet the Missus* on 13 CBS Pacific stations and has spot schedule with program participations on some 20 other Western stations. Supplementing is a weekly program on KFI-TV, with spots on KLAC-TV.

Forrest Dolan, vice president general manager of The Mayers Co., said that some of the agency accounts will increase budgets by 20% for radio and television. Other budgets will be maintained. Agency has several Southern California regional accounts which are radio and/or television users. Among them are Gordon Bread Co., Adolph's Seasoned Tenderizer, Celco Corp. (Crayoff), Hoffman Candy Co.

Although Planters Nut & Chocolate Co. withdrew from West Coast network radio in March, going into newspapers and magazine, all other radio active accounts of Raymond R. Morgan Co., will stand pat on their schedules. New business on hand also calls for use of radio, according to Robert C. Temple, executive vice president. Los Angeles Soap Co. (White King Soap, Sierra Pine) and J. A. Folger & Co. (coffee) are major radio users. Besides heavy users of regional network time, accounts utilize newscasts in primarily selected markets. Institute of Religious Science is another station time buyer.

There are "many things in the planning" stage at Erwin, Wasey & Co., Los Angeles headquarters, according to C. H. Cottington, executive radio-television director. This includes current accounts and new business. He saw no curtailment in present radio-television budgets for balance of 1949. Some advertisers are testing locally on television and will be using more, expanding into other markets. Among active radio-television accounts are Carnation Co., Albers Bros. Milling Co., and E. F. Hutton & Co. (stock brokers).

New clients will include radio in their advertising appropriations and old ones are increasing their budgets, giving added money for television, according to Don Lauritzen, partner in Rocket & Lauritzen Adv. Agency's heaviest radio-television user is Lewis Food Co. (Dr. Ross dog food). Firm sponsors weekly transcribed *Hopalong Cassidy* on 45 Don Lee Western stations, and utilized an extensive Pacific Coast television schedule.

Los Angeles has more than 190 radio active advertising agencies, and during the past several months many new ones have been established in San Francisco, too, greatly swelling the number in the that area. As result there have been many shifts of accounts from one agency to another.

Acme Breweries, San Francisco, after 18 years, shifts from Brisacher, Wheeler & Staff, that city, to Foote, Cone & Belding, also that city, on Oct. 1. Account bills more than $1 million annually, with approximately a third being spent in radio.

With the debut of KECA-TV on Sept. 16, Los Angeles will have its full complement of seven allocated television stations operating. The ABC-owned station wil be joining company of NBC's KNBH, L. A. Times-CBS' KTTV, Don Lee's KTSL, Paramount's KTLA, KLAC-TV, KFI-TV—all of whom are vieing for an estimated weekly billing of $30,000-$40,000.

Clifford E. Bolgard
Sherman and Marquette, Inc.
Chicago, Ill.

Dear Cliff:

Read a newspaper clippin' on th' boss's desk las' night, an' I tho't yer'd like ter hear 'bout it! Seems like WCHS with her 5000 watts on 580 is right smack dab in th' middle o' one o' th' bes' spots in th' country. Th' artickel sed thet Charleston is right up thar amung th' top, remember now — TOP, markets in th' United States! Hit pointed out thet th' average Charlestonian has a lot more money a-jinglin' in his pocket than th' average feller in this country, and thet th' average fambly in this here town has more'n five thousand dollars a year ter live on! Now Cliff, thet's right smart dough fer th' average guy, an' as th' latest Hooper shows, more o' these average guys lissen ter WCHS then ter any other station in town! Tho't yer'd like ter know 'bout that!

Yrs.
Algy

WCHS
Charleston, W. Va.

TRYOUT SCHOOL
KRNT-Cubs Hold Ball Camp

IOWA'S biggest baseball school has been successfully completed after many weeks of planning and groundwork on the part of co-sponsoring organizations, KRNT Des Moines and the Chicago Cubs. The second annual KRNT-Cubs baseball tryout camp and school was staged at Des Moines Western League ballpark, drawing a statewide enrollment of 1,200 for the biggest collective showing of amateur baseballers of the year in Iowa.

Boys leaving class at KRNT-Cubs tryout school.

The nine-day camp conducted free training and tryout sessions daily for three age divisions, 9-12, 13-15, and 16-21. After seven days, Cub coaches selected 60 players in each class for the camp's climaxing events—a one-day championship tournament broadcast by KRNT Sports Director Al Couppee. Awards.

KRNT devoted a month's intensive preparation and promotion to the nine-day project.

like TREES?

Come Nov.-Dec., Montana's Christmas tree harvest alone will top $1 million. Overall, a half-billion feet of lumber are cut annually in Montana. Diversified industry keeps buying high and steady. It's a big reason why big-hearted Montanians led the nation five times in five consecutive bond drives. KGVO-CBS covers the county with the largest per capita buying power. It's KGVO and CBS for sales in Montana.

The Art Mosby Stations
CBS KGVO · KANA · KGFM
5 KW DAY—1 KW NITE MISSOULA · ANACONDA BUTTE 250 KW · GREAT FALLS 5 KW IN PROGRESS
Know MONTANA ★
★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

Revisions

(Continued from page 50)

Page 184, Col. 3, following KLEE

KLEE-TV, Chan. 2, 16kw vis., 8.5kw aur., CBS, ABC, DuMont, Adam Young

	30.00	30.00	55.00	80.00	120.00	200.00

Page 186, Col. 3, Port Arthur, KPAC

KPAC, 5kw-D, 1kw-N, 1250kc, MBS, Hooper

Page 191, Col. 2, following KDYL

KDYL-TV, Chan. 4, 4kw vis., 2kw aur., CBS, Blair-TV

O	15.00	15.00	20.00	40.00	60.00	100.00
M	23.00	23.00	30.00	60.00	90.00	150.00

Page 191, Col. 3, following KSL

KSL-TV, Chan. 5, 18.4kw vis., 9.6kw aur., CBS, ABC, DuMont, Radio Sales

O	15.00	18.00	22.50	36.00	54.00	90.00
M	25.00	30.00	37.50	60.00	90.00	150.00

Page 198, Col. 3, Seattle, following KRSC-FM

KRSC-TV, Chan. 5, 18.95kw vis., 9.79kw aur., DuMont, ABC, CBS, NBC, Adam Young

	40.00	40.00	50.00	100.00	150.00	250.00

Page 206, Col. 2, Line 9, delete WMRN Marion from Keystone Network

Page 207, Col. 2, insert following Wisconsin Network Inc.

The Yankee Network

21 Brookline Ave., Boston 15, Mass., General Manager Linus Travers. **WNAC** Boston, **WFAU** Augusta, **WJOR** Bangor, **WICC** Bridgeport, **WKXL** Concord, **WALE** Fall River, **WEIM** Fitchburg - Leominster, **WHAI** Greenfield, **WONS** Hartford, **WHYN** Holyoke, **WLNH** Laconia, **WCOU** Lewiston-Auburn, **WLLH** Lowell-Lawrence, **WKBR** Manchester, **WTSV** Claremont, **WNBH** New Bedford, **WOCB** Hyannis, **WNLC** New London, **WBRK** Pittsfield, **WMTW** Portland, **WIDE** Biddeford, **WHEB** Portsmouth-Dover, **WEAN** Providence, **WWON** Woonsocket, **WSYB** Rutland, **WDEV** Waterbury, Vt., **WWCO** Waterbury, Conn., **WAAB** Worchester.

O	155.00*	256.50	513.00	769.50 1,282.50
M	310.00*	513.00	1,026.00	1,539.00 2,565.00

*Per participating announcement in the Yankee Network News.

Page 207, Col. 3 & 4, Transit Radio Inc.

330 Park Ave., N. Y. Frank Pellegrin, Natl. Sales Mgr.

Allentown, Pa., WFMZ	$22.00	$14.00	70,916
Baltimore, Md., WMAR-FM	14.50	9.50	900,000
Bradbury Heights, Md., WBUZ-FM	1.44	1.25	21,957
Cincinnati, Ohio, WCTS	20.00	10.00	383,383
Des Moines, Iowa, KCBC-FM	16.20	9.00	137,648
Evansville, Ind., WMLL	5.00	3.80	62,387
Houston, Tex., KPRC-FM	14.50	9.50	419,059
Huntington, W. Va., WPLH-FM	6.40	4.00	75,906
St. Louis, Mo., KXOK-FM	22.00	14.00	1,342,402
Tacoma, Wash., KTNT	7.00	5.00	77,058
Topeka, Kans., WIBW-FM	2.50	1.25	40,627
Washington, D. C., WWDC-FM	18.00	10.80	736,800
Wilkes-Barre, Pa., WIZZ	5.00	3.50	110,136
Worcester, Mass., WGTR-FM	12.00	8.00	127,269

*1-time announcement rate.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

ADRIAN R. COOPER (l), manager of programs and promotion for WBCK Battle Creeek, Mich., awards Perry W. Shurtz, manager of Battle Creek J. C. Penny Store, a contract for WBCK. The store was winner of the "My Favorite Merchant" contest conducted by the station in connection with its rst anniversary program. MBCK listeners wrote in on subject "I like to Shop in Battle Creek because . . . and my favorite merchant is . . ."

WSDR ON AIR

Opens With 100 Sponsors

THE ONLY full-time AM station in its section of Illinois, WSDR Sterling, on 1240 kc with 100 w, made its debut Aug. 21. General Manager Sam Bartlett announced WSDR opened with nearly 100 sponsors.

At the ceremony, remotes from Sterling, Dixon and Rock Falls, Ill., were put on at three theatres featuring brass bands, the town Mayors and talent.

Station is licensed to The Blackhawk Broadcasting Co.

SEATTLE LISTENING

High Potential Explored by Ad Club

SPECIAL value of Seattle radio as an advertising medium has been emphasized by a panel of local experts at a round-table meeting of the Seattle Advertising Club. Romig C. Fuller, Seattle agency executive, who served as moderator for the discussion, explained that the meeting was prompted by the appearance in BROADCASTING (July 11) of a market survey on the Seattle-Tacoma radio area.

Citing statistics which appeared in the BROADCASTING survey, plus supplementary information from the latest available Hooper reports, J. Archie Morton, manager of KJR Seattle, noted that while the national average for homes having radios, is 94.2% the figure for King County, in which Seattle is located, is 97.7%. Of 36 cities surveyed by Hooper, he added, Seattle is 11th in morning listening, 13th in the afternoon, and third in number of sets in use during the evening.

"This provides a figure of listening which is higher than most major cities in the country," Mr. Morton observed. As principal reasons he pointed to good programming and the conductivity of salt water. Seattle is located on Puget Sound.

The eight commercial Seattle stations employ 307 persons and service 1661 local retail accounts, it was reported by Roger Rice, account executive at KING Seattle. Of the 1661, he said, 523 accounts use programs and 1,238 rely on spot announcement campaigns during the year.

"Radio is bound to give maximum results in this market," he concluded. Mr. Fuller observed that these figures represent "only a portion of the radio potential."

Ray Baker, commercial manager of KOMO Seattle, the third speaker, observed that advertising rates are far lower on Seattle stations than in comparable cities throughout the country, as measured by listening audiences.

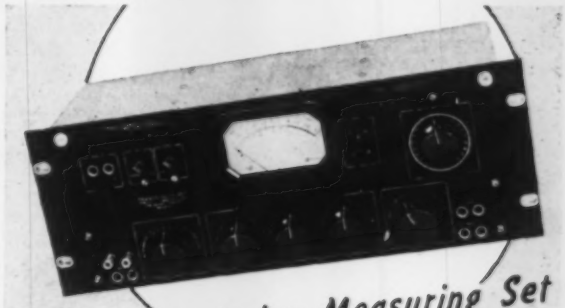
The meeting concluded with the first screening in Seattle of the BAB film "How to Turn People into Customers." Commentary was presented by Maitland Jordan, KJR national advertising manager.

KNBC San Francisco has been awarded Direct Mail Plaque by Direct Mail Adv. Assn. of the West. Winning campaign was built around theme, "The Bonanza Station of California" and keyed to centennial of 1849 gold rush.

They Say . . .

"RADIO advertising of hard liquor would hardly be any more offensive than some of the announcements that promote various patent medicines and tonics, or the silly singing commercials that interrupt the broadcast periods. The acceptance of liquor advertising should be left to the judgment and discretion of the radio stations and networks. The federal government's tax authority should not be extended to censorship, for this is what would happen if the treasury secretary followed Senator Johnson's demand."

From an editorial in the Reno Evening Gazette



New Transmission Measuring Set

Daven Type 11A Transmission Measuring Set is fast proving itself a "must" for FM and AM station engineers. This instrument offers an ideal solution for making measurements required by FCC "proof of performance" regulations.

For an accurate versatile gain set, at a modtrate price — specify The Daven Type 11A.

THE DAVEN CO.
191 CENTRAL AVENUE
NEWARK 4, NEW JERSEY

Write today for additional information. Dept. BD-3

ACTIONS OF THE FCC

AUGUST 26 to SEPTEMBER 2

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new-station and transfer applications.

August 26 Applications . . .

ACCEPTED FOR FILING

AM—1390 kc

WSPC Anniston, Ala.—CP to change from 1390 kc 1 kw unl. DA to 1390 kc 5 kw unl. DA-D.

AM—1370 kc

WTTS Bloomington, Ind—CP to change from 1370 kc 1 kw-D 500 w-N to 1370 kc 5 kw-D 500 w-N DA-DN.

AM—1340 kc

KELP El Paso, Tex.—CP to change from 920 kc 1 kw D to 1340 kc 250 w unl.

AM—560 kc

Central Ohio Bestg Co., Galion, Ohio—CP new AM station 590 kc 1 kw unl. DA AMENDED to request 560 kc 1 kw D DA.

License Renewal

Request for license renewal of AM station: KIEV Glendale, Calif.; WRUF Gainesville, Fla.; WGBS Miami, Fla.; WSB Atlanta, Ga.; WMAZ Macon, Ga.; KOAM Pittsburg, Kan.; WWEZ New Orleans; WTAO Cambridge, Mass.; WSBA York, Pa.; KEPO El Paso, Tex.

Modification of CP

WERC-FM Erie, Pa.—Mod. CP new FM station for extension of completion date.

KRPO San Jose, Calif.—Request for CP to replace expired CP.

TENDERED FOR FILING

AM—1460 kc

WHGB Harrisburg, Pa.—CP to change from 1400 kc 250 w unl. to 1460 kc 5 kw unl. DA-N.

APPLICATION DISMISSED

KDAN Oroville, Calif.—Oroville Mercury Co. DISMISSED Aug. 24 request for assignment of license from Dan L. Beebe, Floyd L. Sparks and Betty Clark Sparks to Dan L. Beebe, Floyd L. Sparks, Betty Clark Sparks, Arden Booth and Dan L. Beebe Jr.

August 29 Decisions . . .

BY THE SECRETARY

Leonard A. Versluis, near Cedar Bluff, Mich.—Granted CPs for new experimental TV relays KQA-545 KQA-547.

Leonard A. Versluis, near Stevensville, Mich.—Granted CPs for new experimental TV relays KQA-546 KQA-548.

WFQY Atlanta, Ga.—Granted mod. CP to change trans. location.

Alabama-Georgia Bestrs Inc., area Eufaula, Ala.—Granted CP for remote pickup station KA-4029.

WXNJ Plainfield, N. J.—Granted license for new FM station Channel 280 (103.9 mc) 1 kw; ant. 20 ft.

KELS Kelso, Wash.—Granted mod. CP change type trans.; approval of ant., trans and studio location.

WJBA Sparta, Wis.—Granted mod. CP to change type of trans.; approval of ant., trans and studio location.

WCLO Janesville, Wis.—Granted mod. CP for extension of completion date to Oct. 28.

WKBM Arecibo, P. R.—Granted mod. CP for extension of completion date to Nov. 15.

WPKE Pikeville, Ky.—Granted license for new standard station; 1240 kc 250 w unl.

WBCU Union, S. C.—Granted mod. CP change type trans., change studio location.

WMAL-TV Washington, D. C.—Granted mod. CP for extension of completion date to Oct. 19.

WDAS-FM Philadelphia—Same to Oct. 22.

KIWO Brownwood, Tex.—Same to Mar. 15.

KOSE Osceola, Ark.—Granted mod. CP for approval of ant. and trans. location and change type trans.

KNBH Los Angeles—Granted mod. CP for extension of completion date to Dec. 15.

American Colonial Bestg. Corp., Arecibo, P. R.—Granted CP change power to 150 w, change trans. and trans. location WWA-219 (formerly KA-3185).

KRLD Radio Corp., Dallas, Tex.—Granted CP for new experimental TV relay KA-3982.

Lacy Potter Television Bestg. Co., area Dallas County, Tex.—Granted CP for new experimental TV relay KA-3991.

WTOL-FM Toledo, Ohio—Granted mod. CP to change trans.

Following granted mod. CP for extension of completion dates as shown: WJAR-TV Providence, R. I. to 12-15-49; WHBF-TV Rock Island, Ill. to 2-9-50; WBAL-TV Baltimore, Md. to 3-21-50; WBRC-TV Birmingham, Ala. to 4-1-50; WDOD-FM Chattanooga, Tenn. to 1-15-50; WROK-FM Rockford, Ill. to 9-30-49; WRR-FM Dallas, Tex. to 9-20-49; WWSW Pittsburgh, to 12-15-49; WHYN Holyoke, Mass. to 12-14-49; WABA Aguadilla, P. R. to 30 days after WKVM relinquishes 1230 kc; WPAR-FM Parkersburg, W. Va. to 3-12-50; WJAR-FM Providence, R. I. to 12-15-49; WLAN-FM Lancaster, Pa. to 4-13-50; WRGK Brookfield, Ill. to 12-27-49; KBRS Springdale, Ark. to 9-5-49; WQHU Chattanooga, Tenn. to 10-1-49.

WWWF Fayette, Ala.—Granted mod. CP to change type trans.

KXLW Clayton, Mo.—Granted license install vertical ant. with FM ant. mounted on top and change trans. location.

KSPT Sandpoint, Idaho—Granted license new AM station; 1400 kc 250 w unl.

WLDS Jacksonville, Ill.—Granted license install new vertical ant. with presently licensed FM ant. mounted on AM tower.

ACTIONS ON MOTIONS

By Commissioner Hennock

John F. Cooke, Houston, Tex.—Continued hearing John F. Cooke application and that of Felix H. Morales, Houston, Tex. to Sept. 22.

King Bestg. Co., Seattle, Wash.—Dismiss without prejudice application for TV CP.

Pynchon Bestg. Corp., Springfield, Mass.—Dismissed without prejudice application for FM CP.

Clinton County Bestg. Corp. and Martin L. Schulman, Plattsburg, N. Y.—Granted petition without prejudice application; insofar as it requests application of Martin L. Schulman be removed from hearing docket, it is dismissed; on Commission's own motion, removed Schulman application from hearing docket.

KDLK Del Rio, Tex.—Dismissed without prejudice application for assignment of license.

Coast Bestrs. Inc., Astoria, Ore. and Kenneth D. and Mary I. Juhlin, Long Beach, Wash.—Dismissed without prejudice application John D. and Mary I. Juhlin; on Commission's own motion, removed application of Coast Bestrs. Inc. from hearing docket and dismissed as moot petition for continued hearing.

Ukiah Bestg. Co., Ukiah, Calif.—Amended application so as to change name of applicant from Bartley T. Sims and William T. Smith, d/b as Ukiah Bestg. Co. to Bartley T. Sims (individual), show revised financial data.

Richard O'Connor, Saratoga Springs, N. Y.—Amended application so as to specify 900 kc 250 w D in lieu of 1280 kc 1 kw D; accepted amendment and, on Commission's own motion, removed application from hearing docket.

Radio St. Clair Inc., Marine City, Mich.—Granted continued hearing on application to Oct. 12.

By Hearing Examiners

KRMD Shreveport, La.—Amended application so as to change engineering specifications for operation on 1480 kc 1 kw-D 500 w N, show current financial data for partnership and revised program plans and policies; accepted amendment. By Examiner Litvin.

San Antonio Television Co., San Antonio, Tex.—Granted petition for continuance indefinitely of hearing for extension of time within which to construct TV station. By Examiner Bond.

FCC Acting General Counsel—Granted continued hearing on application of Lawrence Bestg. Co., Lawrence, Kan. By Examiner Resnick.

KWBW Hutchinson, Kan.—Amended application to specify erection of tower at different location and removed application from hearing docket. By Examiner Cunningham.

Eastland County Bestg. Co., Eastland, Tex.—Continued indefinitely hearing on application. By Examiner Cunningham.

(Continued on page 82)

On All Accounts

(Continued from page 18)

didn't return to the States until war's end. He returned to Burnett a month after his release in January 1946 and was put to work on research. A year later he was shifted to production and service on all of the agency's accounts, and late in 1947 he was named assistant to Bill Weddell, vice president in charge of radio and television. Since that time, he has been relieved of much production detail and is chiefly a timebuyer.

Mac handles such selective accounts as Carling's Ale, national AM and Los Angeles TV; Pillsbury Mills, AM on a dozen stations, TV on the Cincinnati-Dayton-Columbus network; Horlick's (nightcap bedtime drink), test campaign with AM in Dayton and TV on the Ohio hook-up; Minnesota Valley Canning Co. (corn and peas), AM spots in New York, TV on the above-mentioned Ohio circuit; Pure Oil Co., AM spots, and Atchison, Topeka and Santa Fe Railway, local spots in on-line cities for special promotions.

Show accounts are Brown Shoe Co., New York TV, *Baseball Fanfare* and *Football Fanfare* preceding Yankee games; Pillsbury, *Galen Drake*, ABC; *House Party*, Art Linkletter's package which returns to ABC this fall, and *Grand Central Station*, CBS; Minnesota Valley, *Fred Waring Show*, NBC; Club Aluminum Products Co., *Club Time*, ABC; Brown Shoe, *Smilin' Ed McConnell*, NBC; Pure Oil, *Pure Oil News Time*, with H. V. Kaltenborn and Richard Harkness, NBC.

Mac was married last May to the former Carol Oakley, also of Chicago, who had enough agency experience beforehand to cushion the shock of her husband's absorption in the business. They also share canoeing, badminton and tennis in the summer, and, "of course, television in the winter." Mac—after six years—is still trying to convert her to golf.

'In-Transit' FM

ONE KANSAS jail is a happier place these days—thanks to WIBW-FM Topeka whose commercial music service furnishes soothing music daily from 6:30 a.m. to 8 p.m. Four cells are located so that inmates can hear the tunes which help smooth the ruffled feelings of traffic violators and the desk sergeant alike, according to Earl Johnson, Topeka police radio man. WIBW-FM's Business Music Service puts out announcements as well as music and also is heard in the city's busses. They're 100% radio-equipped.

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FCC Actions

(Continued from page 80)

August 30 Applications . . .

ACCEPTED FOR FILING

AM—1460 kc

WHGB Harrisburg, Pa.—CP to change from 1400 kc 250 w unl. to 1460 kc 5 kw unl. DA-N.

AM—1260 kc

WBUD Morrisville, Pa.—CP to change from 1490 kc 250 w unl. to 1260 kc 5 kw unl. DA-1 AMENDED to request 1260 kc 1 kw unl. DA.

AM—680 kc

WISE Asheville, N. C.—CP to change from 1230 kc 250 w unl. to 680 kc 10 kw-D 1 kw-N DA-2 AMENDED to request 680 kc 1 kw unl. DA-DN.

License Renewal

Request for license renewal new AM station: WHOS Decatur, Ala.; WKGR Mobile, Ala.; WAIT Chicago; KIOA Des Moines, Iowa; WBMD Baltimore; WKOP Binghamton, N. Y.; WHKK Akron, Ohio; WEDO McKeesport, Pa.; KPET Lamesa, Tex.; KIRO Seattle, Wash.

Modification of CP

WPMP Pascagoula, Miss.—Mod. CP new AM station for extension of completion date.

Mod. CP new FM station for extension of completion date: WDAK-FM Columbus, Ga.; WKY-FM Oklahoma City; WFIL-FM Philadelphia; WJHL-FM Johnson City, Tenn.

License for CP

License to cover CP new FM station: WROK-FM Rockford, Ill.; WWNI Wabash, Ind.

CP to Reinstate

KPFA Berkeley, Calif.—CP to reinstate CP new FM station.

Modification of CP

Mod. CP new commercial TV station for extension of completion date: WWJ-TV Detroit; WFIL-TV Philadelphia; WKY-TV Oklahoma City.

WKZO-TV Kalamazoo, Mich.—Mod. CP new commercial TV station to change trans. location and antenna to 500 ft. above average terrain.

Special Events Build WLS Audience Loyalty

Twelve thousand people jammed the grandstand at the Illinois State Fair in Springfield for the opening night WLS National Barn Dance—which has opened the exhibition each fair year since 1929. Dinnerbell, America's oldest farm service program, came from the fair all week. Daily stage shows featured Captain Stubby and the Buccaneers. Listeners checked their wraps, ate picnic lunches at WLS headquarters . . . saw exhibits picturing WLS talent and events during the station's 25-year history.

The next week the WLS tent was hospitality headquarters at Wisconsin State Fair in Milwaukee. This week, Indiana fair-goers will enjoy the same set-up in Indianapolis.

State Fairs are only one phase of the year round special events activity at WLS. Because WLS goes out among its listeners — meets them, talks with them — WLS is part of living in Midwest America —accepted as "one of the family." Listeners feel a confidence in and loyalty to the station — a loyalty that extends also to advertised products introduced by WLS.

WLS

The Prairie Farmer Station

Chicago 7

Represented by John Blair & Company

Adv.

August 31 Decisions . . .

BY A BOARD

License Extensions

Granted further extension of temp. licenses of following stations to Dec. 1: WJVA South Bend, Ind.; WFMN-FM Alpine, N. J.; WXLW-FM Indianapolis; WPEN-FM Philadelphia; WKEU Griffin, Ga.; WMRO Aurora, Ill.; KVMA Magnolia, Ark.; KOAL Price, Utah.

Petition Denied

WJOL Joliet, Ill.—Denied petition requesting grant of renewal of license on regular basis; granted temp. extension of license to Dec. 1; granted request for extension of time to Nov. 15 in which to achieve compliance with Sec. 3.109 of rules.

Further Extension

KOB Albuquerque, N. M.—Granted further extension of temp. license to Dec. 1. Ordered that SSA for operation on 770 kc with 50 kw-D 25 kw-N be extended for 90 days from Sept. 1, that final action on its application (which requests extension to end of next regular license period or until final decision on its application for regular license on 770 kc) be withheld pending consideration and disposition of motion of American Bcstg. Co. requesting denial of KOB application; granted request of ABC for oral argument on its motion, to be held Sept. 12 at Washington.

KFFA Helena, Ark.—Granted further temp. extension of license to Sept. 15.

License Renewal

Granted renewal of following station licenses for period ending Feb. 1, 1952: WSOO Sault Ste. Marie, Mich.; KFUN Las Vegas, N. M.; KIYI Shelby, Mont.; WCBT Roanoke Rapids, N. C. Granted renewal of following station licenses for period ending May 1, 1952: KENI Anchorage, Alaska; KFAR Fairbanks, Alaska; KTAR Phoenix, Ariz.; WMCA (and aux.) New York; WMT Cedar Rapids, Iowa; WROL (and aux.) Knoxville, Tenn.

KWEI Weiser, Ida.—Granted renewal of license for period ending Aug. 1, 1952.

KFJZ Fort Worth, Tex.—Granted renewal of license for period ending Nov. 1, 1951.

WQQW Washington, D. C.—Same to May 1, 1952.

WATG (FM) Ashland, Ohio—Same to Dec. 1, 1951.

KSJO-FM San Jose, Calif.—Same to June 1, 1952.

Further Extension

Granted further extension of temp. licenses of following stations to Dec. 1: KNGS Hanford, Calif.; KPOA Honolulu, T.H.; KDKA-FM Pittsburgh; KYW-FM Philadelphia; WBZ-FM Boston, and Westinghouse Radio Station Inc. developmental stations KG2XAQ KG2XAR KG2XAS KG2XAT KG2XAU; KSMB-FM Santa Maria, Calif.

Temporary Extension

Granted temp. extension of licenses of following stations to Dec. 1: KPMO Pomona, Calif.; WPAB Ponce, P. R.; WMEX Boston; WGAR Cleveland; WFVA Fredericksburg, Va.; WTUX Wilmington, Del.; KDB Santa Barbara, Calif.; KGB San Diego, Calif.; KHJ (and aux.) Los Angeles; WBAL Baltimore; KXXL Reno, Nev., WECW Mayaguez, P. R.; WDEL Wilmington, Del.; WIKK Erie, Pa.; WPDQ Jacksonville, Fla.; WCHS Charleston, W. Va.; KFRC San Francisco, Calif.; KXXX Colby, Kan.; KARK Little Rock, Ark.; WAZF Yazoo City, Miss.; WVNJ Newark, N. J.; WNDR-FM Syracuse, N. Y.; KHJ-FM Los Angeles, Calif.; WRFL (formerly WINC-FM) Winchester, Va.; KA-3427 (formerly W5XPH) Albuquerque, N. M.; KM2XBD KM2XBA KA3435 (formerly W6XAO W6XDU W6XJH) Los Angeles; KCA355 KE2XDR KA3431 KA3432 KE2XDP KE2XDN KA3433 K3434 KG2XBC KE2XDQ (formerly W1XUX W2XEM W2XQW W2XQX W2XWV W1OXKT W3XHC W3XHD W3WXT W2XVT) New York; KA3428 KA3429 (formerly W9XBB W9XOE) Chicago; KA3436 KM2XBB (formerly W6XCO W6XLA) Los Angeles; KE2XCV (formerly W2XSO) Syracuse, N. Y.; WBKB Chicago; WABD New York; KS2XAP (formerly W9XHZ) Bloomington, Ind.

License Renewal

WTSV-FM Claremont, N.H.—Granted renewal of license on regular basis.

WTSV Claremont, N. H.—Same.

Hearing Designated

KXLR North Little Rock, Ark.; KWEM West Memphis, Tenn.; KHOZ Harrison, Ark. and KWAK Stuttgart, Ark.—Designated for consolidated hearing applications for renewal of licenses; extended licenses of KXLR and KWEM on temp. basis only to Dec. 1 pending hearing.

Temporary Extension

Jamaica Radio Television Co., Jamaica, Long Island—Granted temp. extension of license for KE2XDO (formerly W2XJT) for period of 30 days.

License Renewal

Granted renewal of licenses of following stations for regular period: KENO-FM Las Vegas, Nev.; KWLK-FM Longview, Wash.; WBNU Aurora, Ill.; WCTW-FM New Castle, Ind.; WFAS-FM White Plains, N. Y.; WJJW Wyandotte, Mich.; WLEY Elmwood Park, Ill.; WMCK-FM McKeesport, Pa.; WOAP-FM Owosso, Mich.; WOTW-FM Nashua, N. H.; KTVN Stockton, Calif.; KRVM Eugene, Ore.; WABE Atlanta, Ga.; WBGO Newark, N. J.; WDTR Detroit, Mich.; WFUV New York; WHAD Madison, Wis.; WLSU Baton Rouge, La.; WPTL Providence, R. I.; WTDS Toledo, Ohio; WUOM Ann Arbor, Mich.

TALLY-HO!

WFOX Conducts Fox Hunt

TRADEMARK fox of WFOX Milwaukee has won fame and goodwill for the station as the center of an extensive promotional fox hunt. In this modern chase, hunting dogs were replaced by air announcements which guided listeners to the victim's hideout.

Life-sized mounted red fox was placed in a store of a WFOX advertiser each day and listeners urged to "Find the Fox." Key slogan, which must be repeated to the store manager by any listener who found the fox, was given in spot announcements throughout the day. Slogans changed frequently but all plugged WFOX programs.

Center of the WFOX promotion.

A daily cash award of $10 plus a merchandise offer was given to the first person to locate the fox. If one day's hunt was unsuccessful, the awards were added to the next day's prizes. Advertisers showed a great deal of enthusiasm for the stunt, WFOX reports, and all displayed window cards announcing the fox hunt and urging customers to tune to WFOX.

August 31 Applications . . .

ACCEPTED FOR FILING

License for CP

WEDR Birmingham, Ala.—License for CP new AM station.

License Renewal

Request for license renewal new AM station: WKAB Mobile, Ala.; KMPC Los Angeles; WSWN Belle Glade, Fla.; WCLE Clearwater, Fla.; WIKY Evansville, Ind.; KOAM Pittsburg, Kan.; WMTC Vancleve, Ky.; WKAR Lansing, Mich.; WKBZ Muskegon, Mich.; WHB Kansas City, Mo.; KMMJ Grand Island, Neb.; KOWH Omaha, Neb.; WTIK Durham, N. C.; WSM Nashville, Tenn.; KOMW Omak, Wash.

Modification of CP

WINS New York—Mod. CP to change frequency, increase power etc. for extension of completion date.

Mod. CP new FM station for extension of completion date: KNX-FM Hollywood, Calif.; WDAR-FM Savannah, Ga.; KRNT-FM Des Moines, Iowa; WMIN-FM St. Paul, Minn.; WCAP-FM Asbury Park, N. J.; WIKH Shaker Heights, Ohio; WCAV-FM Norfolk, Va.

WHO-FM Des Moines—Mod. CP new FM station to change ERP to 414 kw, antenna to 795 ft.

Mod. CP new commercial TV station for extension of completion date: WKTV Utica, N. Y. to Dec. 1; WBTV Charlotte, N. C. to March 30, 1950.

TENDERED FOR FILING

AM—1260 kc

WMFJ Daytona Beach, Fla.—CP to change from 1450 kc 250 w unl. to 1260 kc 1 kw unl. DA-N.

AM—1400 kc

WSID Essex, Md.—CP to change from 1570 kc 1 kw D to 1400 kc 250 w unl.

(Continued on page 87)

ROBERT WOLFSKILL

Buys CREC Unit

ROBERT F. WOLFSKILL, director of Commercial Radio Engineering Co. services in Kansas City, has purchased the CREC frequency monitoring division in that city. He is operating under the firm name, Commercial Radio Monitoring Co., with offices continuing in the Porter Bldg.

Everett L. Dillard, head of CREC and headquartering in Washington, said the sale is a step in the direction of streamlining the CREC Kansas City operation, confining it exclusively to the radio engineering consulting business. Mr. Dillard added that Mr. Wolfskill will continue to direct CREC's Kansas City office. The monitoring firm services some 400 stations of all classes.

Don't wait for your ship to come in...

Sail into Sales

in Memphis

via

WMPS

10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO REPRESENTATIVES, INC.

ARMY DEFAULT

Senate Group Backs Firm

GOVERNMENT interests would not be best served if the Army Signal Corps goes through with its threatened default of Finch Telecommunications Co. and "every effort" should be made to save it or "another small business concern will be forced out of the industrial resources of the country," a Senate Armed Services subcommittee urged last week.

The group made its recommendations in a report to Army Secretary Gordon Gray following testimony fortnight ago by Capt. W. G. H. Finch, head of the Passaic, N. J. firm and licensee of WGHF (FM) New York, and personnel of the Signal Corps. Branch had cited the firm for failure to comply with a contract for construction of a facsimile machine [BROADCASTING, Aug. 29]. Capt. Finch, pioneer in facsimile and former assistant chief engineer of FCC, testified that the specifications were "unreasonable."

The subcommittee, headed by Sen. Estes Kefauver (D-Tenn.), noted that the Dept. of Army must make the final decision. It felt, however, that "from a standpoint of protection of small business and protection of government's interests, this type of case should be one in which every effort should be exercised to save the company involved."

Highlights of its findings were these:

(1) Finch Telecommunications is "one of the few specialist companies dealing with the facsimile field in signal communications;" (2) it has a number of patents and skilled personnel giving "satisfactory service" in several other current government contracts; (3) record shows the Signal Corps has exercised "considerable patience" in an endeavor to assist the company in finding some solution to its difficulties; (4) contract could have been met had some specifications been modified but Finch Co. "never made any official requests" to SC; (5) Finch holds other contracts—with the Navy for $332,000, Central Intelligence Agency for $100,000 plus an added $103,000.

The subcommittee noted that if the Signal Corps defaulted the contract and tried another research firm with the same specifications, any increased cost would be chargeable to Finch Co., and that any modification of terms in a new contract "would become a matter of mitigation in the final settlement" with the firm. The Army Dept. and General Accounting Office will make the decisions.

Feature

(Continued from page 18)

the KPRC newsroom and then called for the KPRC City Hall line to be opened. Next step was to "pipe" live Mayor Holcombe's immediate report to the citizens of Houston on the annexation dispute, which was recorded.

He followed this up by traveling quickly to overtake the Pasadena Mayor as Mr. Hoover left the Houston City Hall. The Mayor consented to appear personally before the microphone at KPRC's studios.

With the preliminaries over, Bill literally sprinted to the KPRC newsroom to follow through with the traditional deadline trek known to every newsman. Armed with all facts in hand, he banged out the story, leading up to Houston Mayor Holcombe's report and into Mayor Hoover's rebuttal. All this was part of the 5:45 p.m. daily newscast delivered by Pat Flaherty, KPRC news and special events director.

The newscast over, Director Flaherty turned to Bill and delivered what is a familiar statement and "music" to a newsman's ear, "Nice goin' Bill . . . a great story and a full-fledged scoop with plenty of scope."

Music's Charm

KDSH Boise, Idaho, has received many an unusual request in the mail bag for its morning request program *Pop Parade*. But this one topped them all: "We have 4,000 turkeys here—and the only way we can get them to go back out to range is by playing "Turkey in the Straw." So would you please play it at 9:30 every morning for a couple or three days "till we get them trained?"

KGW

KGW-FM

PORTLAND, OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Allied Arts

ADRIAN WOOLERY, associated with United Productions of America, Los Angeles for past five years, named vice president in charge of production.

MARVIN MILLER signed to record 100 spot announcements for Grove Laboratories, St. Louis.

JERRY GRANT, formerly executive producer and general sales co-ordinator of National Television Productions, New York, joins Garry J. Carter Inc., New York (radio and television program producers), as sales executive. He will make his headquarters in Buffalo.

ANNABELE DEAN, formerly with Campbell's Soup Co., Camden, N. J. and Sears, Roebuck & Co., Chicago, as copywriter, publicist and consumer research analyst, appointed director of research at International Trans-Video Co., New York. Her first assignment will be survey in TV markets on audience participation shows.

ARTHUR C. NIELSEN Jr. made assistant-to-president of A. C. Nielsen Co., Chicago. He has been active in direction and research for expansion of company into Europe, and has conducted many special investigations and surveys for firm.

Mr. Nielsen

JOHNNY THOMPSON, singer for ABC, signed for new series of Langworth Transcriptions.

DR. CLAUDE CHAMPAGNE, Canadian composer and music editor, appointed to newly created post of chief music editor at BMI Canada Limited, Toronto, subsidiary of Broadcast Music Inc., New York.

JOHN SWALLOW joins TV Ads Inc., Los Angeles as vice president and general manager. A former radio consultant, he was one-time manager of Hollywood office of Kenyon & Eckhardt Inc., and before that with NBC Hollywood for many years.

WORLD VIDEO Inc. opens offices on top floor of 15 East 47th St., New York, phone, PLaza 9-3870.

TELEVISION production offices of CBS Hollywood moved from Columbia Square to 6363 Sunset Blvd.

Equipment

GLEN VICTORY, formerly head of purchasing at Ottawa, Ohio, plant, has been named purchasing manager for television picture tube division of Sylvania Electric Products Inc., with headquarters at Seneca Falls, N. Y., plant. Mr. Victory joined radio division staff as parts department inspector in 1933, serving later in payroll and purchasing departments, and as purchasing agent for company's Montoursville, Pa., plant.

C. G. ROBERTS, former Television equipment production manager for General Electric Co., Syracuse, N. Y., appointed production manager of broadcast and television equipment for company's transmitter division.

EDWARD J. MEEHAN Jr., sales engineer with RCA for three years, appointed Broadcast Equipment field sales representative in Dallas, Tex. region.

Mr. Meehan

MAURICE G. STATON, communications systems engineer for RCA Engineering Products Dept., Camden, N. J., made sales manager of Microwave Relay and Channeling Equipment for company.

WESTINGHOUSE ELECTRIC Corp., Electronics Div., Baltimore, announces new combination TV console featuring "electric magnifier," equipped for standard and FM reception and utilizing new record changer handling all three record speeds. Receiver, model 231, has suggested eastern retail price of $339.95.

WNBC New York aired all-day V-J (Sept. 2) Salute to Shanks Village, New York, all-world war II veterans community.

ANTENNA

phasing equipment

Designed especially for your station, incorporating the recommendations of your consulting engineers, JOHNSON phasing equipment offers:

1. Optimum circuit design.
2. Heavier components, wider range of tuning adjustments.
3. Individually designed and built by E. F. JOHNSON for YOUR existing installation.
4. Automatic switching from directional to non-directional operation.

E. F. JOHNSON CO.
WASECA, MINNESOTA

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Salesmen

Salesman—Progressive station in live southern market has opening for top-notch salesman. Salary plus commission. Box 415c, BROADCASTING.

Wanted. A real hard hitting producing salesman who wants to make up to $125 a week. Salary and bonus arrangement. Tough competition. Good chance for advancement to local sales manager. Southwest area. Advise complete details, background, references. Box 467c, BROADCASTING.

Salesman for 5 kw. Independent. If you are experienced, can sell radio intelligently and have a car, we offer you unlimited possibilities. Send full information to: Allan Curnutt, KJAY, Topeka, Kansas.

Outstanding future for salesman with new local AM-FM midwest station. WKID, Urbana, Illinois.

Announcers

Chief announcer, public service, special events experience. Excellent opportunity for conscientious, ambitious family man with quality station, NBC affiliate, nice-size eastern city. Interview necessary. Send disc, background, availability, earnings expected, references. Box 409c, BROADCASTING.

Announcer-engineer. Strong on announcing. Starting salary $200 per month. Box 459c, BROADCASTING.

Combination announcer-first class engineer. Top salaries for good experience and fair starting salary for inexperienced men. Openings now. Box 463c, BROADCASTING.

Experienced morning DJ wanted with show that is original, pleasing and audience-getting. Floaters or hotshots don't apply. 5,000 ABC in south. Full particulars and salary expected first letter. If you are it, write Box 471c, BROADCASTING.

Experienced announcer-engineer for morning work and newscast. Splendid opportunity for right man. WIKC, Bogalusa, La.

Experienced announcer to be instructor in radio announcing school. Minimum 4 years staff announcing experience or 2 years staff with BA in speech or dramatics. 35 hour week. Send application, photo, disc, references and salary expected to Pathfinder School of Radio, 1222-A Oak St., Kansas City, Mo.

Announcers for 250 watt independent in Ohio. Need experienced morning man, a sportscaster and a news editor. Send disc or ask for audition. Give full information first letter with photo and references. Station WOHI, East Liverpool, Ohio.

Announcer-engineer, accent announcing, newscasting, interviewing. WLRP, New Albany, Indiana.

Technical

Experienced combination man—accent on engineering. Good salary and future to right man. Disc and details to Chief Engineer, KVOC, Casper, Wyoming.

Production-Programming, others

Wanted—Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 440, BROADCASTING.

News editor, who can set up and operate local news bureau and hustle. Excellent opportunity. Station WOHI, East Liverpool, Ohio.

Ohio 250 watt independent wants girl copywriter who can handle women's programs. Must turn out crisp commercials that sell, have pleasant voice. Give details, references, sample copy, photograph, in first letter. Station WOHI, East Liverpool, Ohio.

Situations Wanted

Managerial

Independent station owners cut your operating expenses, increase your income by hiring one man to fill position of general manager, commercial manager, and program director. Educated, aggressive, 12 years of practical experience all phases radio. Box 337c, BROADCASTING.

What good station would like well seasoned manager, who knows sales, programming, continuity and announcing and who has a pleasing personality that builds business and is community conscious? Sober, reliable. Excellent reason for leaving present managerial position. Box 347c, BROADCASTING.

Radio exec terminating seven years association—twelve years in radio sales and management. Desires permanent position with eventual ownership participation as manager or manager-sales-manager combination. Willing to go anywhere. Replies in strictest confidence. Box 399c, BROADCASTING.

Experienced commercial manager, time salesman, copywriter, wants position more progressive station preferably eastern seaboard. Reliable college graduate, owns car. Make offers. 2 weeks notice. Box 418c, BROADCASTING.

Manager—Twenty years of experience fully substantiated by proven record and references. Excellent relationship with national timebuyers. Sound knowledge of local sales problems. Practical knowledge of all department operations. Married, hard working, strictly sober and experience wise. Can bring your station community leadership and assure profitable operation. Box 263B, BROADCASTING.

Station-sales manager. Successful sales and management experience. Wants to make change. Prefer small station in midwest. Compensation based on results. Box 429c, BROADCASTING.

Manager 250. Permanent position only. Excellent references. Seven years experience. Box 430c, BROADCASTING.

Cut overhead, combine manager and chief engineer. Married man would like opportunity to show what he can do as general manager. Over ten years radio and while officially in engineering as chief and technical director, have supervised promotion, programming, sales, accounting and management. Write for resume or personal interview in the west. Box 444c, BROADCASTING.

Manager. Young. Aggressive. Ten years experience all phases of radio. Particularly strong on sales. College graduate. Record of successful employment. Box 462c, BROADCASTING.

Manager experienced in all phases of radio. Hold first phone license, experienced as announcer, chief engineer, program director, at present working as assistant manager. H. T. Duke, WDEC, Americus, Georgia.

Commercial manager, four years experience, young, aggressive, college, available immediately, proven sales record. Wire John Roy Wolfe, Gallipolis, Ohio and inquiries answered immediately.

Salesmen

Need a salesman? No floater—having practical experience in radio sales and also college trained. Can do promotion work and continuity writing. Interested in good sales staff position with decent wage, preferably east coast. Box 406c, BROADCASTING.

Salesman — Thoroughly experienced agency and radio sales now employed, interested in making a change. Must be permanent and offer opportunity to build good, steady income. Prefer locate west of Chicago. Box 424c, BROADCASTING.

Situations Wanted (Cont'd)

Outstanding commercial manager available for progressive station in good market. National reputation in the industry. Want station with tough sales problem, but potential market. No high pressure. Family man. If you can't afford $200 per week man, please don't reply. If you want the best reply Box 449c, BROADCASTING.

Commercial manager fully experienced, clean record, wants sales job with well managed station in Hooper-rated city. Box 476c, BROADCASTING.

Announcers

Announcer thoroughly experienced all phases broadcasting, sober, conscientious, references. Disc supplied upon request. Also wife, if needed, thoroughly experienced all phases radio writing. BOX 289c, BROADCASTING.

Newscaster—Age 30, veteran, unencumbered. 3 years experience. Desire change. Disc and particulars on request. Box 308c, BROADCASTING.

Young, 19, graduate of reputable announcing school. Anxious to connect with station in east, preferably western Pennsylvania. Good references. Box 342c, BROADCASTING.

Combination announcer-engineer. Good voice, 16 months experience in 1 kw station. Prefer midwest. Employed at present. Box 343c, BROADCASTING.

First class announcer desires staff position in Florida. Three years experience. Can write copy if necessary. Married. Disc on request. Box 353c, BROADCASTING.

Experienced announcer; good straight announcing, news, record shows, all type shows, musician, operate console, single, willing to travel, available immediately. Box 389c, BROADCASTING.

Network announcer-producer desires position on metropolitan station in northeast. 7 years experience AM and TV. Available October 1. Box 291c, BROADCASTING.

Announcer-engineer, seven years experience. Strong on news, commercials, record shows. Know programming. Qualifications for chief engineer small station. Single. 28. Prefer midwest, consider anywhere. Box 410c, BROADCASTING.

Former chief announcer—Excellent ad-lib special events, backed by own successful children's show and Latin-American DJ program. Thoroughly experienced with all studio operations, technical and otherwise. Box 412c, BROADCASTING.

Sportsminded stations — attention! Sportscaster and good staff announcer ready for fall delivery. Play-by-play all sports and conduct daily sport show. Presently employed as sports director but want to improve. Available two weeks notice. Play-by-play tape available. Box 414c, BROADCASTING.

Disc jockey personality. Experienced. Wake 'um up or put 'em to sleep. Do either well. Also special events. Box 425c, BROADCASTING.

Announcer, college graduate. Also graduate leading announcer's school, Radio City. Strong in commercials, DJ, newscasts and sports. Know control board. Want initial chance to get necessary experience. Disc available on request. Box 427c, BROADCASTING.

Combination engineer-announcer, accent announcing. Experienced, educated, willing worker. Excellent references. Married, veteran, 25. Currently employed. No floater. Box 428c, BROADCASTING.

Available October 1st. 24 year old college graduate. BA in radio. Some experience announcing, production, writing script and copy, thorough knowledge all sports. Will travel. All offers considered. Box 435c, BROADCASTING.

Experienced, announcer-engineer, conscientious, good voice, good record shows, remotes, presently employed with net affiliate, will travel, single veteran, 29. Box 438c, BROADCASTING.

Announcer—Speech school graduate, 250 watt experience. Best references. Box 439c, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-sportcaster, 3 years experience, can do play-by-play of all sports. Married, veteran, want permanent position. Box 447c, BROADCASTING.

Announcer has two years college, two years experience in all phases staff work, including play-by-play. Wants more college and/or more experience. Midwest preferred. Presently employed. Box 450c, BROADCASTING.

Ambitious, dependable, single announcer wants chance to prove ability. School of Radio Technique graduate, know all major sports. Salary, location unimportant. Disc, photo available. Box 456c, BROADCASTING.

Experienced announcer-program director, now employed with 1 kw CBS station desires position with a progressive station. Box 458c, BROADCASTING.

Sports broadcaster with top rated station in large city now available. Present station cannot carry football this winter. Background includes complete coverage of professional baseball, college football and basketball. Fully experienced all phases staff announcing. Excellent references from present employer. Personal interview can be arranged. Box 461c, BROADCASTING.

Announcer-program director, former network, 13 years experience all phases. Strong news. Hold private pilot license. Family man. Will go anywhere. Disc, photo and full information on request. Box 466c, BROADCASTING.

Experienced announcer—three years of staff work with all types of shows. Married, veteran. Minimum base $65. Photo and audition disc upon request. Box 468c, BROADCASTING.

Staff announcer—single, vet, experience college radio station, speech major. Attended radio announcing school at Radio City. Strong on sports. Will travel. Disc available. Box 470c, BROADCASTING.

Announcer experienced. Conscientious disc jockey, adlib, commercials, newscasts, control board, good voice, single. Box 472c, BROADCASTING.

Sports director—three years of play-by-play broadcasting football, basketball and baseball. Daily sport roundups. Married, veteran. Minimum $65 base. Box 474c, BROADCASTING.

Announcer needs home. Young, single. 1½ years experience. Top DJ and newscaster. Operate console, write continuity. Prefer N.E. but consider all. Salary secondary to opportunity. Arnold Brooks, 70 Sherman St., Passaic, N. J.

Announcer, lacks experience but not training or ambition. Graduate of The School of Radio Technique. Can handle commercials, news, disc shows, etc. Can also write continuity. Will travel. Photo and disc available. Robert Castle, 1631 34th St., Moline, Illinois.

Announcer, single, college graduate, experienced. Warm, resonant voice affords fine delivery of news, commercials, personality DJ style. Outstanding sportscasting. Equal attention given all offers. Disc, photo, on request. Ed Howard, 270 Pomona Ave., Newark, N. J.

Announcer experienced sports and play-by-play. Also news, disc jockey, commercials. Desire opportunity. Disc and photo request. Write or wire Stan Kotel, 416 Ft. Washington Ave., New York City.

Announcers—Early morning men. Well trained in all-round announcing. Starting $40.00 to $50.00. Pathfinder School of Radio, 1222A Oak St., Kansas City, Mo. Ha-0473.

Technical

Chief engineer. Experienced all phases AM and FM. 29, married, one child. Want position where hardworking ambitious man can get ahead. Box 68c, BROADCASTING.

Combination engineer-announcer. First phone. 9 months experience. MBS affiliate. Experience all phases of announcing. Available upon two weeks notice to present employer. All offers considered. Box 348c, BROADCASTING.

Must leave damp climate for health's sake. Interested in Rocky Mountain and western states. Presently employed as chief engineer in 1000 watt daytimer. Box 361c, BROADCASTING.

Experienced engineer — construction, maintenance and supervision, AM and FM. Desire permanent position progressive station. Salary secondary living conditions. Now chief communications system. Box 407c, BROADCASTING.

XUM

Situations Wanted (Cont'd)

Engineer, now chief. Want position with progressive staff. Experienced all phases. Also previous combination experience. Excellent references, reliable, no drifter. No combination offers please. Box 408c, BROADCASTING.

Ex-Radar instructor and tech school graduate, fifteen months AM and FM experience desires engineering position in midwest. Box 420c, BROADCASTING.

First class licensed engineer. Experienced knowhow of recording remote broadcasting, local and network operations. Box 422c, BROADCASTING.

Combination engineer, single, veteran, 3 months experience 1 kw, 18 months schooling in AM, FM, TV. Box 423c, BROADCASTING.

Engineer, five years excellent experience, including five kilowatt transmission desires permanent position with progressive, better station. Single, 25, without car. Prefer midwest, northeast. Immediate response. Box 431c, BROADCASTING.

Experienced engineer AM, FM, television training. Married, no children, looking for permanent position. Now employed as chief. Box 441c, BROADCASTING.

Engineer—250 watt experience, radio graduate, single, 23, car, will travel, presently employed. Box 448, BROADCASTING.

Experienced transmitter and control engineer. Available immediately. CREI graduate. Prefer west. Box 445c, BROADCASTING.

First phone operator, age 29, married, two children. One year college. Recent student of Electronics Radio and Television Inst. of Omaha. Disc available upon request. Inexperienced but plenty willing. Box 454c, BROADCASTING.

Chief engineer—7 years experience AM and FM. 29, married, car. Prefer position in west or southwest. Box 469c, BROADCASTING.

Woman control operator and recording engineer. 1st phone. 6 years experience at 5000 w key station of statewide network. Experienced all types recording. 7,000 discs cut past 4 years. Box 473c, BROADCASTING.

Combination man. First phone. No experience. Willing to learn. Desire position in northcentral state. Disc and references on request. Clarence Arndorfer, Galt, Iowa.

Chief engineer, AM and FM. Prefer northeast. R. C. Barritt, 1200 Susquehanna, Pittston, Pa.

Engineer, single, will travel, have car. Graduate communications, television. Hold first phone. Available Sept. 12. Leander Butkiewicy, Kettle River, Minn.

Combination man. Emphasis on engineering. First phone. Single. 20 years old. Inexperienced and anxious for an opportunity to learn. Prefer midwest. Gail Colson, Mankato, Kansas.

Transmitter engineer, first phone, first telegraph. 3 years telegraph experience, single, 25. Walter Dahlberg, Lot 141, 3600 Sheffield, Hammond, Ind.

One or two young men willing to travel. Have first phone tickets. Technical courses in radio, television and communication. Please contact Louis J. Dennis, 6127 Fieldston Road, Riverdale 63, N. Y.

Young man, 1st phone, married, reliable, sober, desires permanent position with future. Experienced remotes, transmitter operator, maintenance. Available end of September. Kenneth Kitchen, 1902 Woodside Ave., Baltimore 27, Maryland.

Engineer, 1st phone, inexperienced, single, need job. Location no object. C. H. McAfoos, Rexford, Kansas.

First phone, graduate two radio schools, 3 years experience as maritime radio officer, 3 months experience broadcasting, excellent references, single, sober, prefer midwest situation. Immediately available. William Spencer, Bedford, Iowa.

Available immediately—First phone engineer experienced in installation maintenance, recording, four years combination, married, sober, dependable, car, disc available. Ted Thompson, P. O. Box 265, Flagstaff, Arizona.

Situations Wanted (Cont'd)

First class phone license. Vet 25, have car, will travel. James Turner, 6609 Avenue T, Brooklyn 34, N. Y.

First phone vet desires position in station. Technical courses in radio, television and communications. Willing to travel. Contact Johnny Wittine, 1706 Gates Ave., Brooklyn 27, N. Y.

Production-Programming, others

Capable college educated, well-recommended young woman experienced in traffic and copy. Wants responsible position in Washington, D. C. station. Box 795B BROADCASTING.

Programming, production, administration, all are program director responsibilities. I can deliver the aforementioned plus plenty of air ability. Write immediately. Box 276c, BROADCASTING.

Looking for the opening. Continuity copy with a twist. Some announcing. Looking for a career. Salary secondary but wife has to eat. Young. Personable. Eager. College graduate. Will work anywhere. Box 336c, BROADCASTING.

Northeastern stations—Are you willing to pay for initiative and intelligence plus practical experience? Then I'm the girl for you. Ambitious copywriter, employed, 23, college graduate, can do airwork, write news, supervise. Highest references. Employment need not be immediate. Box 372c, BROADCASTING.

Reporter, newspaper and broadcasting experience. Want Florida or southern California job. Ambitious, young, references, college graduate. Start in 30 days. Box 405c, BROADCASTING.

Copywriter wants position. Over one year with network affiliate as announcer-copywriter. Samples on request. Box 413c, BROADCASTING.

Commercial copy specialist—Experienced writer, freelancing by mail, can now handle a few more accounts. Prompt service, reasonable rates. Agency contracting considered. Box 416c, BROADCASTING.

Publicity man anxious to help someone. Presently employed as publicity director. Station in third largest market in country. 21, single, travel. Letter, photo, disc if announcing needed. $50 minimum. Box 419c, BROADCASTING.

Many years experience program and production work. Small station in good town. Box 432c, BROADCASTING.

Experienced program director with complete knowledge all phases station operation looking for opportunity for professional advancement where sincere hard work will pay off in financial advancement as well. Programs both saleable, listenable. Liked and respected by staff, sponsors, community. Can build prestige of station and make it vital part of community. Background includes experience selling, all types announcing, some copywriting, program director on both east and west coast stations. Top quality voice. Details, disc, references. Box 437c, BROADCASTING.

Fifteen years radio experience. Desire program job. Not afraid of work. Box 433c, BROADCASTING.

Experienced script, musical and commercial continuity writer. Also feature announcer. Complete details and samples upon request. Box 451c, BROADCASTING.

Attention 250-1000 watt western and southwestern stations. Program director with experience as station manager, just returned from 3 years overseas with AFRS and summer study at NBC Radio Institute, wants job as program director, possibly combined with assistant manager or promotion manager with some newswriting and newscasting. Believes in public service. Sold on research. Sober, 33, married veteran, college graduate, planning to buy home and settle in community. My decision based on examination of your program, news, promotion and sales policies, market potential, and coverage. John W. Reilly, 208 South Rodeo Dr., Beverly Hills, Calif. CRestview 6-6977.

Situations Wanted (Cont'd)

Experienced in regional station news and programming. Now managing a new local well in black. Interested in larger Rocky Mountain or midwest market. Box 455c, BROADCASTING.

Program director, also announcer, salesman. Thoroughly experienced. Top references. 26, single. Prefer midwest. Box 477c, BROADCASTING.

Television

Announcers

A man with television knowledge who might be of service to you. Graduate of leading N. Y. TV school. Former announcer. Travel anywhere. Box 452c, BROADCASTING.

Technical

TV broadcast technician experienced in floor crew and control room operations. Trained in production and station management. Two years technical experience. Will locate anywhere. Box 411c, BROADCASTING.

Production-Programming, others

Need a man with knowledge of live and film television broadcasting? Graduate of leading TV school. Anxious to offer services. Single, travel anywhere. Want more information. Box 453c, BROADCASTING.

For Sale

Stations

For sale—A 250 watt Mutual station located in the southwest; the only station in a growing area; ideal climate. Priced to sell. Box 366c, BROADCASTING.

CP 250 watt fulltime. Southwest, only station. Small market. Groundwork completed. Box 421c, BROADCASTING.

Illinois daytime kilowatt AM and 3 kw FM station in large industrial, good agricultural market. Only station. Fine schools and colleges. Best equipment. Attractive potential for resident management. Best reasons for selling and priced to sell. Write Box 460c, BROADCASTING.

CP pending; no station in industrial-agricultural city 50/60. Investigate. James Coston, 748 Nellie Ave., Tel. 912-J, Florence, Alabama.

Equipment

Crouse-Hinds type FOB-12, Cat. 41257C code beacon, complete with C-H motor flasher, two sets lamps, practically new, excellent condition. Best offer takes. Box 368c, BROADCASTING.

For sale—RCA 69C distortion meter, perfect condition, used approximately 12 hours. $425.00. Get immediate delivery. Box 417c, BROADCASTING.

FM—For sale REL model 518-D-DL 1 kw FM broadcast transmitter. Brand new, never out of crate. Real bargain for quick sale. Box 446c, BROADCASTING.

Ideco—Four legged, galvanized, 350 ft. self-supported tower. Never erected. Complete with insulators, side lights, beacon and flasher. What are we offered? Box 464c, BROADCASTING.

Western Electric 110-A limiting program amplifier. Used, completely reconditioned. Best offer. Box 473c, BROADCASTING.

For sale—One RCA type 250E transmitter employing type 203A tubes operating Class C. 250 watt output complete with spare tubes and a few spare parts. Also one sectionalizing insulator for top-loading. For type 150 Wincharger tower, used in conjunction with choke to increase heighth of tower to ½ wave length. Best offer takes one or both. Write or wire KVCV, Redding, Calif.

For sale—General Electric FM frequency-modulation monitor type BM-1-A. Excellent condition. Radio Station KWK, St. Louis, Mo.

GE 4 bay FM antenna, less pole, brand new, never used. $800. Warren Davis, WSWA, Bloomington, Indiana.

Two 639 B Western Electric Cardioid directional microphones, selectable directional characteristics. Used one hour, new condition, $100 per microphone. Write National Television Guild, 801 Greenwich Street, New York 14, N.Y.

Wanted to Buy

Equipment

Second-hand 1000 watt transmitter, also frequency monitor, console and auxiliary equipment. Will pay cash, but price must be realistic. Box 363c, BROADCASTING.

Wanted—Complete 250 watt FM broadcast station equipment and a 175 ft. self-supporting antenna with insulators. Box 390c, BROADCASTING.

Wanted immediately—4-bay GE FM antenna. If used, state frequency. Box 442c, BROADCASTING.

Federal 124A tubes desired. Advise number available and price per tube. Box 448c, BROADCASTING.

General Radio 916-A RF bridge. Must be guaranteed A-1 condition. Reply Box 457c, BROADCASTING.

Wanted, Power supply 1500 volts at 500 millampers. Must have good regulation. Advise price. WEAR, Pensacola, Florida.

1 kw AM transmitter in 1st class condition. Give type, age and price. WIKC, Bogalusa, La.

Employment Service

16 jobs filled in as many states this week. Hurry and write for one of 16 to 30 each week. Needed most is anyone who can do anything in Broadcasting. Managers, announcers, salesmen, P D's, engineers, women's directors, DJ's, news-sports editors-casters. Urgent for 19 announcer/engineers and 9 women copywriters.—boys too. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Help Wanted

Salesmen

SALESMAN: Real opportunity for thoroughly experienced, aggressive time and program salesman who can sell in highly competitive midwest market. Manager thoroughly cognizant of time element involved in producing sales and willing to pay straight salary or drawing account commensurate with ability during the early build-up period. On this job the right man can earn top money. 1000 w NBC affiliate. Full details, first letter. BOX 165c, BROADCASTING.

Announcers

ANNOUNCER ●

50 kw network affiliate in major midwest city needs topnotch commercial announcer for AM and TV, including network originations. Send background, photo and 10 or 15 minute recording with samples of news, commercial copy and adlib to Box 359c, BROADCASTING.

For Sale

Equipment

TRANSFORMERS—

3 each: Plates; Federal Telephone #F-21655-1; (pri. 200, 220, 240, 295V, 50-60 cycles; Secondary 4, 250V or 3.5 amps; oil impregnated; metal case 27" lg. x 15-¼" WDX26-½" high; 2 mtg. holes; centers 14" x 17-¾"; twelve #8-32 screw sec. term ½" lg. 4 pri term 1-½" lg. W bushing.

Brand new. Original price $150.00 each. Make offer.

FIELD TELPHONE—

ARMY SIGNAL CORPS. EE-8 with carrying case. Good for installations etc.. Requires only two flashlight batteries for each phone and two wires between each phone. Like new. Price, $8.50 each.

MASPETH TELPHONE & RADIO CORPORATION
142 Ashland Place
Brooklyn 1, N. Y.
TEL. MAin 4-2982

XUM

Chicago

(Continued from page 42)

according to Adolf N. Hult, Central Division vice president for Mutual, "although this year's summer selling season in network radio has gotten under way later than at anytime I can recall in the past 15 years."

"The uncertainty of AM radio has, to a considerable extent, subsided, and the real place and value of radio in the advertising picture is rapidly coming into focus. The last quarter of the year holds much more promise than we had expected three months ago," he concluded.

"Highest level of local business" in the history of WIND was reported by Ralph Atlass, general manager, who said national accounts also are active. Frank Falknor, manager of WBBM-CBS, said prospects are as good as last fall. "The third quarter was not so good, but indications are that the fourth quarter will bring us back to normal."

Although he does not believe "records will be broken in the AM field," General Manager Frank P. Schreiber, of WGN, said business looks "bright." "Most advertisers using radio as a basic medium are returning to the air, but all buyers are proceeding along a cautious pattern, selecting their time periods after careful consideration." He said television in Chicago is growing fast, and he anticipates a heavy commercial schedule for WGN-TV.

Not Equal to Costs

Art Harre, general manager of WJJD, observed that the rise of business has not kept stride with the rise of operating costs. Speaking from all angles, "it looks like a tough fight ahead for the balance of the year at least."

Sales executives of 12 station representative firms reported dormant rumblings indicating a successful season, with descriptions ranging from a conservative "good" to the flamboyant "terrific" and "sensational."

John Blair, president of the firm bearing his name, estimated an increase of national spot billings for Blair stations of from 12 to 15% this year as compared to last, using sales figures for the first seven months. "Fall and winter business will be the best in our company's 16-year-old history."

His explanation: "When advertising dollars tighten up and it is essential to produce the maximum sales per dollar without such waste as employing high-priced talent and the use of fringe markets, spot broadcasting gets the call."

Business will be "at least as good as last year and probably better," in the judgment of Edward E. Voynow, Chicago vice president of Edward Petry & Co. "AM spot business will be very good in the Midwest. Main reason is the opening up of more network spot time. This gives advertisers a chance to buy evening hours which have been closed to them for the past 10 years."

Heightened activity is seen in both network and spot sales by E. R. Borroff, president of Taylor-Borroff. "However, as the fall pattern takes shape, there appears to be a greater concentration of radio expenditures in larger markets. This may affect the secondary and tertiary areas, which may not get a share of the business equal to that of last year.

"There are some signs, though, that large buyers of TV may support their big-city campaigns with AM in smaller cities. This may help stations in areas near metropolitan markets to keep revenue at par," he concluded.

John North, vice president in charge of the Chicago office of Radio Representatives, believes fall business will be "terrific" because the stock market is up, 1950 elections are upcoming, personal income stays high and competition in the buyers' market will foster advertising. "All the networks, with maybe one exception, will be in good shape by the end of September."

Rambeau Views Increase

Recognizing the clients' uncertainty about fall and winter plans, William G. Rambeau, president of the firm bearing his name, thinks "there will still be a sharp increase in radio activity within the next two weeks." With more conservative advertising budgets, advertising is returning to competitive selling, "pre-war style," he asserts. "We expect to match 1948 and possibly top it."

Expansion of markets and schedules by seasonal advertisers "beyond their customary duration" was noted by F. T. Breslin of the John E. Pearson Co. "More and more new accounts are relying on spot schedules, and the fall outlook looks promising. Smaller markets are being allotted a large share of spot appropriations."

Carlin S. French, manager of western operations for Transit Radio Inc., sees a trend toward TR because clients are "looking for an effective way to do the same job as before only cheaper." With his firm expanded to a national operation and growing rapidly, Mr. French attributes new business to "the many success stories in various markets which bring the sales story down to something concrete."

Advent of new advertisers in radio was stressed by Jack Mulholland, Chicago manager of Independent Metropolitan Sales. He believes many clients, who previously used radio only through giveaways on which their products were plugged, have become radio-conscious and have been converted to paying for time. "There is also a tremendous upsurge in cooperative buying, and I think a good arrangement is for the manufacturer to buy the show and the talent and have the local outlet or dealer buy time," Mr. Mulholland concludes that the period of "frustration" has passed, and that more orders will result from minimum stock reserves now held by most retailers.

McGillvra 'Encouraged'

Fall outlook for Joseph Hershey McGillvra is "one of the most encouraging in our experience," in the opinion of Rex S. Gay Jr., Chicago manager. "Spot announcements should be especially good." George P. Hollingbery, owner of the representative firm by that name, said business is picking up in Chicago as a follow to the lead set by New York six weeks ago.

"Business tempo has increased noticeably in the past month, and, if all the advertisers' plans that are in the works are executed, we will have one of our very best falls," said Lloyd Griffin, Chicago manager of Free & Peters. "Activity is spotty in various parts of the country—we can't find a logical reason for it—but we hope business levels off. The Midwest, from Canada to the Gulf, should have a heavy year with schedules leading the rest of the country."

C. B. Peterson, manager of the Branham Co.'s Chicago office, said: "business will hold its own this fall. It seems very encouraging."

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BLACKBURN-HAMILTON COMPANY, INC.

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WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO SEPTEMBER 1

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,032	1,980	221		371	245
FM Stations	738	395	443	11*	58	30
TV Stations	75	17	101		348	182

* 5 on air

CALL ASSIGNMENTS: KCHC El Paso, Tex. (Claude H. Craig, 860 kc, 500 w daytime); KFLY Lafayette, La., (1340 kc, 250 w unlimited); KUNO Corpus Christi, Tex. (1400 kc 100 w unlimited); WFGM Fitchburg, Mass., (Wachusett Broadcasting Co., 1280 kc, 500 w daytime); WFMX La Salle-Peru, Ill. (Radio Broadcasting Corp., (95.1 mc) Channel 236); WFPA Fort Payne, Ala., (James L. Killian, 1290 kc, 250 w daytime); WCHI Chicago Heights, Ill. (Chicago Heights Broadcasting Co., (95.9 mc) Channel 240).

* * *

Docket Actions . . .

INITIAL DECISIONS

WILK Wilkes-Barre, Pa.—Initial decision by Examiner Fanney B. Litvin to grant application of Wyoming Valley Broadcasting Co., to change from 1450 kc 250 w unlimited to 980 kc, 5 kw daytime, 1 kw night, directional day and night. Story this issue. Decision Aug. 29.

Shelby Broadcasting Co., Center, Tex.—Initial decision by Examiner J. D. Bond to grant application of Shelby Broadcasting Co., for new station on 1490 kc, 250 w unlimited. Story this issue. Decision Sept. 1.

Marmat Radio Co., Bakersfield, Calif. Stanislaus County Broadcasters Inc., Modesto, Calif.; Central Valley Broadcasters, Merced, Calif.—Examiner Leo Resnick issued decision proposing to grant Marmat Radio Co. new station on 970 kc, 5 kw daytime, 1 kw night, DA-2 at Bakersfield and grant Stanislaus County Broadcasters Inc., new station on 970 kc, 1 kw unlimited, directional at Modesto. Proposal to deny for default Central Valley Broadcasters, Merced, Calif., new station on 980 kc, 1 kw daytime only. Story this issue. Decision Aug. 30.

MEMORANDUM OPINION

WWJ Detroit and WICA Astabula, Ohio—Denied petition by WWJ and WICA requesting deletion of Issue No. 6 in hearing scheduled for Oct. 5, on application of Wooster Republican Printing Co. for modification of license WWST Wooster, Ohio. Issue relates to program service of WWJ and WICA. Story this issue. Decision Sept. 1.

Non-Docket Actions . . .

AM GRANTS

Poughkeepsie, N. Y.—Mid-Hudson Broadcasters Inc., granted new AM station on 1390 kc, 250 w daytime. Estimated cost: $41,066. Principals in corporation include: Harold W. Cassill, former general manager of WKIP Poughkeepsie and WGNY Newburgh, N. Y. and presently publisher of Forest City Summit, Forest City, Iowa, president 58.66%; Nathan L. Reiffer, president-treasurer Electra Supply Co., local wholesale electrical products firm, vice president 15%; George R. Bennett Jr., president Federal Bearing Co. and Schats Mfg. Co., (steel bearings), 9%; David R. Clarkson, personnel interviewer IBM Corp., 6.66% and Harold Hennig, announcer WABY Albany. There are eight additional minor stockholders, all professional and business men in Poughkeepsie. Granted Sept. 1.

Williamston, N. C.—S. S. Adcock, granted new AM station 900 kc, 1 kw daytime. Estimated cost $14,400. Applicant is AM grantee WFVG Fuquay Springs, N. C., and owner of radio and auto supply store in Lillington, N. C. Granted Sept. 1.

Delano, Calif. — Charles Herman Johnes granted new AM station to operate on 1010 kc, 1 kw daytime. Estimated cost $7,808. Mr. Johnes is CBS engineer at Delano and 50% owner of Radio-Sound, Sales and Service, McFarland, Calif. Granted Sept. 1.

KULE Ephrata, Wash. — Columbia Basin Broadcasting Co., granted decrease in power from 1 kw daytime to 250 w daytime only. KULE is assigned 730 kc. Granted Sept. 1.

KLIF Oak Cliff, Tex.—Trinity Broadcasting Corp. granted increase in hours from 1 kw daytime to 1 kw unlimited using directional at night. KLIF operates on 1190 kc. Granted Sept. 1.

FM GRANTS

Lakeland, Fla. — Florida Southern College granted new noncomercial educational station Channel 201 (88.1 mc), ERP 10 w. Estimated cost $3,233. Granted Sept. 1.

Denton, Tex.—Harwell V. Shepard granted new Class A FM station Channel 292 (106.3 mc) ERP 730 w, antenna 290 ft. Estimated cost: $16,200. Grant in lieu of presently authorized Class B station KDNT-FM. To eliminate possible adjacent channel interference, Commission substituted Channel 238 for Channel 291 at Denton. Granted Sept. 1.

TRANSFER GRANTS

WVMC Mt. Carmel, Ill.—Granted control of Mt. Carmel Broadcasting Co., permittee, by Charles Vandever from Charles F. Rodgers. Mr. Rodgers sells his 51% interest to Mr. Vandever who already owns 48% for a consideration of $9,300. Mr. Vandever is 100% owner of Vandever Motor Sales and Taxi business. WVMC is assigned 1360 kc, 500 w daytime. Granted Sept. 1.

KPHC Walsenburg, Col.—Granted transfer of control in Walsenburg Broadcasting Co., from James J. Tesitor to Lucile E. Banks and Tom G. Banks. Mr. Banks already owns 49.66% interest in company and Mrs. Banks acquires two shares for a consideration of $500.00 from Mr. Tesitor. Together Mr. and Mrs. Banks will have 50.3% interest. KPHC is assigned 1450 kc, 250 w unlimited. Granted Sept. 1.

WIHL Hammond, La.—Granted assignment of license from Joseph A. Sims and Henry A. Mentz Jr. a partnership d/b as Superior Enterprises to Joseph A. Sims. Mr. Mentz who retires to devote full time to his law practice sells his 16% interest for $2,750. WIHL is assigned 730 kc, 250 w daytime. Granted Aug. 29.

WSBC and WXRT Chicago—Granted assignment of AM license and FM construction permit from Julius Miller, Oscar Miller, Bertha L. Miller and Arnold B. Miller d/b as Radio Station WSBC to same co-partners with exception of Arnold B. Miller who withdraws to devote his time to musical career. He sells his interest for $8,000 plus. Four remaining partners will have equal interests. WSBC operates with 250 w sharing time on 1240 kc. Granted Aug. 29.

KSGM Ste. Genevieve, Mo.—Granted voluntary assignment of license from Elmer Lawrence Donze and Norbert Bernard Donze d/b as The Donze Co. to a new corporation Donze Enterprises Inc. with same ownership. KSGM is assigned 1450 kc, 250 w unlimited. Granted Aug. 29.

KFAM-AM-FM St. Cloud, Minn.—Granted involuntary transfer of control of Times Pub. Co. from Fred Schilplin deceased to Frederick C. Schilplin, special administrator of estate of Fred Schilplin. KFAM is assigned 1450 kc, 250 w unlimited. Granted Aug. 29.

WFYC Alma, Mich.—Granted transfer of control in Alma Broadcasting Co. Inc., from Merle E. Rhoads to ten stockholders. Nine newcomers will hold 8.33⅓% each and one Victor R. Wilson will hold 25.003%. Consideration is $60,000. WFYC is assigned 1280 kc, 1 kw daytime. Granted Sept. 1.

WBIZ Eau Clair, Wis.—Granted transfer of control from Roland Buck and George W. Wells Jr. in WBIZ Inc., to James J. Conroy for consideration of $5,400. Mr. Conroy is member of law firm of Conroy and Peterson and has interests in radio stations KBIZ Ottumwa, Iowa, WSBR Superior, Wis., and WLCX LaCrosse. WBIZ is assigned 1400 kc, 250 w unlimited. Granted Sept. 1.

KWJJ - AM - FM Portland, Ore. — Granted transfer of control in KWJJ Broadcasting Co., Inc. to Wilbur J. Jerman through sale of one share of stock for $4,000. Mr. Jerman is president of licensee corporation and prior to acquisition of one share owned 50% of stock. His present holdings are now 52½%. KWJJ operates on 1080 kc 10 kw unlimited. Granted Sept. 1.

WRFD-AM-FM Worthington, Ohio—Granted transfer of control of Peoples Broadcasting Corp., from Ohio Farm Bureau Corp. to Farm Bureau Mutual Automobile Insurance Co. to comply with administrative changes in Farm Bureau companies recommended by Ohio Superintendent of Insurance. Consideration $260,000. WRFD is assigned 880 kc, 5 kw daytime. Granted Sept. 1.

KBTV Dallas, Tex.—Granted assignment of CP for TV station from Lawson Lacy, executrix of estate of Rogers Lacy and Tom Potter d/b as Lacy-Potter Television Broadcasting Co., to Potter Television Bcstg. Co. Mr. Lacy relinquishes her one half interest in estate of Rogers Lacy to Mr. Potter "in consideration of your saving both the estate and me harmless from any liabilities or obligations whatsoever that have heretofore been incurred in the television station." KBTV is assigned Channel 8 (180-186 mc), 18.5 kw aur., 35 kw vis. Granted Sept. 1.

KPAS Banning, Calif.—Granted assignment of license from William T. Smith and David Robbins partnership d/b as Pass Broadcasting Co., to William T. Smith. No money involved. KPAS operates with 250 w unlimited on 1490 kc. Granted Sept. 1.

New Applications . . .

AM APPLICATIONS

Texarkana, Ark. — Gateway Broadcasting Co., 790 kc, 1 kw daytime, 500 w night, directional. Estimated cost $43,672.36. Partnership consists of W. Decker Smith, physician, 50% owner Kroger Store Building, Smith Clinic Building and other properties. A. L. Davis owner Davis Pharmacy and 50% owner same properties as Dr. Smith. Filed Aug. 30.

Lexington, Neb. — Nebraska Rural Radio Assoc., 1010 kc, 1 kw daytime. Estimated cost $76,622. Principals in association include: J. A. Person, landowner, farming and stock raising, president; I. A. Burns, owner Golden Rule Farms and Flying B. Farms, Perkins County, vice president; Max Brown, Nebraska Cooperative Council, secretary-treasurer; A. T. Boom, Consumers Cooperative Propane Co., Sutton, Neb., manager; W. W. Peterson, Farmers Elevator Co.; F. L. Philips, Alma Cooperative Equity Co., Alma, Neb., and D. O. Stelk, farming. Applicant has more than 20 certificate holders none of whom holds or has voted 3% of ownership interests. Filed Aug. 30.

Houlton, Me.—Aroostook Broadcasting Corp., 1400 kc, 250w unlimited, estimated cost $25,646. Principals in corporation include: Harry E. Umphrey, Aroostook Potato Growers, president 20.6%; Vaughn P. Currier, branch manager Maine Public Service Co., .004%; Lester E. Hughes, chief engineer Aroostook Broadcasting Corp., technical adviser .002%; Francis J. Reardon, Reardon Potato Co., Belmont, Mass., 20%; Harold D. Glidden, general manager and salesman Aroostook Broadcasting Corp., secretry-treasurer 39.6%. Filed Aug. 30.

TV APPLICATIONS

Fresno, Calif.—Pacific Broadcasting Co., Channel 4 (66-72 mc), 13.2 kw vis., 6.93 kw, aur., antenna height above average terrain 300 ft. Estimated cost of construction $135,800, estimated operating costs first year $120,000, estimated revenue $120,000. Pacific Broadcasting is permittee KSFH (FM) San Francisco.

(Continued on page 88)

License Renewal

Request for license renewal new AM station: KSGN Centerville, Calif.; WCIF Madisonville, Ky.; KTBS Shreveport, La.; WUOM Minneapolis, Minn.; WCAL Northfield, Minn.; KBOA Kennett, Mo.; WHEB Portsmouth, N. H.; KXL Portland, Ore.; KURV Edinburg, Tex.; KABC San Antonio, Tex.

Modification of CP

WCMW Canton, Ohio—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING
AM—1280 kc

WEIM Fitchburg, Mass.—CP to change from 1340 kc 250 w unl. to 1280 kc 5 kw-D 1 kw-N DA-2.

FCC Actions

(Continued from page 82)

September 1 Decisions . . .

BY A BOARD

Extension Granted

KUHF Houston, Tex.—Granted extension of completion date for noncommercial educational station to Dec. 1 also change frequency assignment from (91.7 mc) Channel 219 to (91.3 mc) Channel 217.

Following were granted mod. of ams present authorizations:

WLYC Williamsport, Pa. — Change power from 3.1 kw to 3.2 kw.

WCON-FM Atlanta, Ga.—Change power from 54 kw to 52 kw, and ant. from 500 ft. to 1,050 ft.

KSLH St. Louis, Mo.—Change power from 12.5 kw to 15 kw, ant. from 370 ft. to 400 ft.

WFPL Louisville, Ky.—Change trans. site and ant. system.

WPAR-FM Parkersburg, W. Va.—Change power from 18 kw to 8.9 kw, ant. from 310 ft. to 280 ft., subject to approval of application which proposes for modifying WPAR ant. system to accommodate FM ant.

WBLK-FM Clarksburg, W. Va.—Change power from 14.5 kw to 11 kw, ant. from 660 ft. to 690 ft., subject to approval of application which provides for modifying WBLK ant. system to accommodate FM ant.

KFUO-FM Clayton, Mo.—Change frequency from (104.1 mc) Channel 281 to (91 mc) Channel 256.

WHNC-FM Henderson, N. C.—Change power from 9.5 kw to 9 kw, ant. from 90 ft. to 260 ft., subject to power of WHNC being determined by indirect method during install. of FM ant. and submission of FCC Form 302 and new WHNC ant. resistance measurements upon completion of FM ant.

WAVU-FM Albertville, Ala.—Change power from 2.15 kw to 3.2 kw, ant. from 370 ft. to 360 ft., subject to power of WAVU being determined by indirect method during install. of FM ant. and submission of FCC Form 302 and new WAVU ant. resistance measurements upon completion of construction (BMPH-3666).

WEBR-FM Buffalo, N. Y.—Change power from 13.5 kw to 9.4 kw, ant. from 310 ft. to 340 ft.

Modification of CP

WWCA Gary, Ind.—Granted mod. CP to make changes ant. system and change trans. location.

Hearing Designated

Glenwood Springs Bcstg. Co. and Western Slope Bcstg. Co., Glenwood Springs, Col.—Designated for consolidated hearing mutually exclusive applications for CPs for new stations to 1340 kc 250 w. Glenwood Springs Bcstg. Co. seeking specified hours and Western Slope unl.

Extension Denied

Bexar Bcstg. Co., San Antonio, Tex. —On basis apparent lack of diligence of permittee, denied application for extension of completion date; informed applicant if he requests hearing within 20 days, denial will be set aside pending outcome.

Extension Granted

KSET El Paso, Tex.—Granted further extension to Oct. 1 of authority to remain inoperative pending refinancing.

Petitions

Winchester Bcstg. Corp., Winchester, Va., WINC-AM-FM Winchester, Va.; WFVA Fredericksburg, Va.; WBBB Burlington, N. C.—(1) On petition, dismissed without prejudice application of Winchester Bcstg. Corp. for CP new station at Winchester; (2) granted joint petition of Richard Field Lewis Jr. and Fredericksburg Bcstg. Corp. insofar as it requests removal from hearing docket and grant of application for renewal of licenses of WINC-FM and WFVA but denied part of petition which requested reconsideration and grant without hearing of application for change in facilities of WINC; (3) consolidated hearing on application of WINC for change in facilities with hearing scheduled on application for change in facilities of WBBB, and continued hearing to Sept. 26 at Washington.

WBCA (FM) Capital Bcstg. Co. Inc., Schenectady, N. Y.—Granted renewal of license for regular period.

September 1 Applications . . .

ACCEPTED FOR FILING

AM—1070 kc

KBKI Alice, Tex.—CP to change from 1070 kc 1 kw daytime to 1070 kc 5 kw unl. DA-N AMENDED to request 1070 kc 1 kw unl. DA-N.

HELPING launch Becker's Bakery sponsored *The Cisco Kid*, Ziv show, on WSPA Spartanburg, S. C., are (l to r) WSPA Salesman Ross Holmes, Commercial Mgr. Guy Vaughan Jr., Announcer Ben Greer, Engineer Gene Green (as Cisco), and WSPA Salesman Wallace Hyatt.

CBS *Nation's Defense* series is discussed by (l to r) Sec. of Army Gordon Gray, owner, WSJS Winston Salem, CBS White House Correspondent Charles Collingwood and Sec. of Navy Francis P. Matthews, stockholder WOW Omaha.

GEN. MGR. Bob Clarkson of Columbia Transcriptions Inc. shows one of firm's LP Microgroove transcriptions to Comm. Prod. Supervisor Russ Raycroft (l) and Chief Timebuyer Tom Carson (r) of Dancer-Fitzgerald-Sample, producers of *Ma Perkins*, heard via Columbia Microgroove.

NATIONAL BOARD of Fire Underwriters' awards go to WOWO Fort Wayne, Ind., for its efforts on fire prevention for 1948. Present at awarding of a gold medal and $500 check are (l to r) Bob Duffield, WOWO manager; Paul Mills, sales manager; Mayor Henry Branning.

ALONGSIDE the 268-lb., 13 ft. 8 in. marlin she caught at Acapulco, Mexico, last month is Virginia Erwin of E. C. Page Consulting Engineers, Washington. The "poor fish" was subdued after a 2½ hour battle. Miss Erwin is one of the few women consulting engineers.

GENERAL MANAGER Allan Dale (r) of KURV Edinburg, Tex., and Owner Mike Robinson of Frontier Hotel, McAllen, Tex., inspect teletype upon completion of plans for an auxiliary KURV studio in hotel. Located in the lobby, machine will be used for programming and convenience of patrons.

WTOP WALKOUT
Averted by New Pact

THREATENED walkout of WTOP Washington engineers, members of Local 1215, International Brotherhood of Electrical Workers, AFL, was averted on deadline Tuesday midnight by an agreement on a $2.50 across-the-board wage boost for 27 of the 32 engineers involved.

John S. Hayes, WTOP (CBS) general manager, who said the agreement was an "amicable settlement," hailed the agreement as satisfactory to both sides, particularly to the station management. The new contract, replacing the one which expired May 26, went into effect yesterday (Sept. 4) and will expire Oct. 1, 1950.

Mr. Hayes said the contract would not apply to engineers hired since Mar. 1, 1949, as their wages would be pegged to the prior rates. Effect of the pay hike will be to raise top weekly salary to $127.50, the basic salary remaining at $62.50 a week.

Also agreed upon were the following working conditions: Engineers at work on their day off will be paid 5½ hours time and a half instead of 8 hours overtime; prescheduled overtime will not be paid if the show is dropped, a departure from the former procedure, and all other contract terms remain the same.

FCC Roundup

(Continued from page 87)

C. A. Gibson is president and 43.5% owner and Bertram Pringle, vice president holds 3.9%. Filed Aug. 30.

San Diego, Calif.—Pacific Broadcasting Co., Channel 12 (204-210 mc), 28.3 kw vis., 14.9 kw aur., antenna height above average terrain 581 ft. Estimated cost $135,800, estimated operating cost $120,000, estimated revenue $120,000. Application filed simultaneously with above application for Fresno. Filed Aug. 30.

TRANSFER REQUESTS

KCLF Salinas, Calif.—Request for reinstatement of CP new AM station 1150 kc, 500 w daytime and assignment of CP from Edwin N. Kaufman and Alvin B. Kaufman d/b as Radio Twins Broadcasting Co. to Frank D. Howell, M. T. Killingsworth, Henry F. Korsmeier and Clarence R. Pentz, partnership d/b as Well-Worth Broadcasting Co. Radio Twins will assign 90% of KCLF to Well-Worth retaining 10% ownership to reimburse for monies spent in securing construction permit. If Radio Twins wishes to dispose of its 10% after station has been in operation not less than one year Well-Worth has option to purchase for consideration of $5,000. Filed Aug. 30.

WLBG Laurens, S. C.—Transfer of 50 shares or 1.67% of stock of WLBG Inc. from Kittie R. Todd to her husband John W. Todd for consideration of $500. John W. Todd and James C. Todd now own 50% each. WLBG is assigned 860 kc, 250 w daytime. Filed Aug. 30.

WKJG-AM-FM Fort Wayne, Ind.—Transfer of control of permittee corporation through sale of 100% of stock of Northeastern Indiana Broadcasting Co. Inc., by William Kunkel III, adminstrator of estate of William Kunkel Jr., and Gilmore Haynie for consideration of $33,261.45. H. L. Popp, Clarence L. Schust, Walter L. Thoms, estate of Earl Groth (deceased) and John A. Toothill and all other shareholders of Fort Wayne Broadcasting Inc., purchase Northeastern. Fort Wayne Broadcasting Inc. will surrender license of station WFTW when transfer is consummated. Fort Wayne Broadcasting will merge with Northeastern Indiana, with Northeastern remaining as survivor corporation, present transmitting facilities of Northeastern will be used and studio facilities of Fort Wayne. Transfer will increase holdings of Mr. Popp and Mr. Schust from 10.5% to 28% respectively with proportionate decreases in holdings of other stockholders. WKJG is assigned 1380 kc, 5 kw unlimited. Filed Aug. 26.

NBC Affiliates

(Continued from page 32)

A. Bowry; WSVA Harrisonburg, Robert Harrington; WTTM Trenton, Carl Mark; WSAN Allentown, B. Bryan Musselman; WRAW Reading, Raymond A. Gaul; WEST Easton, Elwood Anderson; WGAL Lancaster, Clair McCollough, J. Robert Gulick, Harold E. Miller; WKBO Harrisburg, David J. Bennett Jr.; WORK York, Leroy K. Strine; WAZL Hazelton, Victor C. Diehm; WBRE Wilkes-Barre, David M. Baltimore, Louis G. Baltimore; WRAK Williamsport, George E. Joy; WTAC Flint, H. Allen Campbell; WSAM Saginaw, Milton L. Greenebaum; WOOD Grand Rapids, Stanley W. Barnett; WLOK Lima, J. Robert Kerns; WGL Fort Wayne, Helene Foellinger, Pierre Boucheron; WBOW Terre Haute, Ferrall Rippetoe; WGBF Evansville, Martin Leich; WHIZ Zanesville, Vernon Nolte, Clay Littick; WIBA Madison, Kenneth F. Schmitt; WKBH La Crosse, Howard Dahl; WMAM Marinette, Joseph Mackin, William E. Walker, Frank Loverman Jr.; WEEK Peoria, Fred C. Mueller; KGBS Springfield, J. Gordon Wardell, KELO Sioux Falls, S. C. Fantle Jr.; KFAM St. Cloud, Fred Schilplin; KROC Rochester, G. David Gentling; WEBC Duluth - Superior, Walter C. Bridges; KODY North Platte, John Alexander; WTAR Norfolk, Campbell Arnoux; WPTF Raleigh-Richard H. Mason; WSJS Winston-Salem, Harold Essex; WMVA Martinsville, William C. Barnes, Miss Barnes, John W. Schultz; WSOC Charlotte, Eddie E. Jones, Hunter Marshall; WFBC Greenville, Roger Peace; WISE Asheville, Harold H. Thoms; WCRS Greenwood, Douglas Featherstone, Dan Crosland; WIS Columbia, J. D. Saumenig; WTMA Charleston, Robert E. Bradham; WSAV Savannah, Harben Daniel; WJAX Jacksonville, John T. Hopkins III; WORZ Orlando, Eugene D. Hill; WFLA Tampa, C. G. Baskerville; WLAK Lakeland, S. O. Ward; WEAT Lake Worth, Virgil Trimm, Mr. Eubanks, Robert Rounsaville; WSB Atlanta, John M. Outler Jr., James M. Cox; WKPT Kingsport, Addison F. Martin; WDPI Bristol, W. A. Wilson; WBRC Birmingham, Eloise S. Hanna; WSFA Montgomery, Howard E. Pill, Miss Pill, Miss Ivey; WALA Mobile, William O. Pape, Howard K. Martin; WCOA Pensacola, J. Holliday Veal; WSMB New Orleans, Harold Wheelahan, Miss Wheelahan; KSYL Alxandria, Sylvan Fox; KVOL Lafayette, George H. Thomas; KPLC Lake Charles, T. B. Lanford; WJBO Baton Rouge, Roy Dabadie, Douglas L. Manship, Charles P. Manship; WJDX Jackson, Wiley P. Harris; WMIX Natchez, P. K. Ewing; WMC Memphis, Henry Slavick; KOAM Pittsburg, E. V. Baxter; KANS Wichita, Archie J. Taylor; KWBW Hutchinson, William Wyse; WKY Oklahoma City, P. A. Sugg. WFAA Dallas, James Moroney, Martin B. Campbell; WBAP Fort Worth, Harold Hough; KGNC Amarillo, Aubrey Jackson; KTBX Shreveport, Cecil K. Beaver; KNOE Monroe, James A. Noe Sr.; KPRC Houston, Jack Harris, Oveta Culp Hobby; WOAI San Antonio, Hugh A. L. Halff; KRIS Corpus Christi, T. Frank Smith; KRGV Weslaco, Byron W. Ogle; KFYR Bismarck, F. E. Fitzsimonds; KDYL Salt Lake City, S. S. Fox; KTSM, El Paso, Karl O. Wyler; KIDO Boise, Walter E. Waestaff; KXLF Butte, E. B. Craney; KXLL Missoula, E. B. Craney; KXLJ Helena, E. B. Craney; KXLK Great Falls, E. B. Craney; KXLO Bozeman, E. B. Craney; KGHI, Billings, Ed Vocum; KFI Los Angeles, William B. Ryan, Earle C. Anthony, KFSD San Diego, Thomas E. Sharp. John Merino; KGW Portland, H. Quenton Cox. KOMO Seattle, O. W. Fisher, Ray Baker; KHQ Spokane, Richard O. Dunning; KERO Bakersfield, Paul R. Bartlett. Gene De Young; KCRA Sacramento, Ewing C. Kelly; KGU Honolulu, Lorrin P. Thurston, M. A. Mulrony, Mark Egan; WPTZ Philadelphia, Ernest B. Loveman, Rolland V. Tooke; WKTV Utica, William McNeilly, Michael Fusco; WTAR Norfolk, John New; WORZ Orlando, W. O Murrell; KGW Portland, A. X. Pangborn; WGAL Lancaster, Walter O. Miller.

NAB Sessions

(Continued from page 32)

second day, according to the eral agenda drawn up for all rict meetings. Final event of meetings will find Judge Mil- flanked by Maurice B. Mitchell, ector of the Broadcast Adver- ng Bureau, and Richard P. erty, director, Employe-Em- er Relations Dept. They are only staff officers making the mn circuit in contrast to the or more who took part in meetings last year.

Mr. Mitchell is handling the end of the two-day sessions. Doherty is covering operating and labor relations. He ently completed an extensive rating cost study and will have ails covering each of the 17 stricts [BROADCASTING, Aug 29]. Dr. Kenneth H. Baker, NAB re- rch director on loan to BMB acting president, will give a view of BMB Study No. 2. el Haverlin, president of Broad- st Music Inc., will go into the sic copyright situation. Both l be available for questioning the final session.

Gilmore N. Nunn, WLAP Lex- ton, Ky., will preside when the strict 7 meeting opens at 10 ursday morning at the Terrace za, Cincinnati. After formali- s, Dr. Baker is tentatively sched- d to open the BMB discussion. e will submit a progress report BMB, which now has well over 0 subscribers. The project is ning almost on schedule, with al reports due this fall. Over 5,000 cards were received from steners of 652,000 mailed, a re- rn of 55% in what is described the worst direct mail year in long time.

Assurance that the results will me out, despite dire predictions rlier in the year and a series of ancial crises, is expected to ng in many new members dur- the series of district meetings. MB was taken over the hump NAB with a $75,000 loan, with Baker loaned from his re- rch post at NAB to complete project.

Broadcasters will get their first k at BMB returns when Dr. aker shows a hand-tabulated re- rt for California. It is com- ed in the new format, showing ily listenting (1-2 days per ek, 3-5 days and 6-7 days).

The second BMB reports will on an individual station basis stead of book reports supplied the first study. Only sub- ribers will be able to get data nonsubscribing stations.

Cincinnati Agenda

The sales session at Cincinnati ill get under way in mid-morning, ith William I. Orr, WBNS Co- mbus, District 7 sales managers airman, presiding. He will in- oduce Mr. Mitchell, who has the neral topic, "Increasing Radio's are of the Advertising Dollar."

It will be a session on competi- e selling. The new sales aids developed by BAB in its short career will be explained and placed on display, with kits supplied to show what BAB is doing.

The list of selling projects includes the continuing dealer co-operative list, which has drawn wide approval from member stations; "How to Turn People Into Customers," the slide film presentation; progress report on the All-Radio Presentation; other contract-getting tools now in the works; retail experience stories; sales devices of other media.

Newest of the BAB sales weapons will be a direct mail campaign, based on suggestions from many NAB members that a direct mail service be prepared for local use. BAB has roughed out a set of 13 direct mail folders to be mailed locally over a period of 13 weeks.

Already stations have indicated they would use a total of 390,000 of these direct mail pieces, on which they would imprint their own call letters. Tentative cost of $4 for 100 folders per week, 13 weeks, or $52 per set, has been proposed, with stations paying for imprinting and mailing.

Presiding at the cost and labor sessions will be Hugh M. P. Higgins, WMOA Marietta, Ohio, district employe-employer relations chairman. These questions will take up the entire Friday morning, and can be continued into the afternoon if desired.

Mr. Doherty's cost studies cover labor, technical, programming, selling and administrative costs, by regions. He will show the relation of costs to income, by class of station, city size, affiliated and non-affiliated, and area.

In the personnel field he will discuss costs from the standpoint of staff size and station classification. Work schedules will be analyzed as well as wage and hour regulations. Other phases will include overtime as a cost factor, union agreements, job integration and combination jobs.

He will be prepared to answer questions covering station operation, with new and extensive data revealing the whole story of costs and their relation to income.

Don Petty, NAB general counsel, will hold legal seminars with local station attorneys in connection with three district meetings.

TOP PROGRAM HOOPERATINGS

Program	No. of Cities	Sponsor	Agency	Hooper	Year Ago Hooper	+or—	Pos.
Our Miss Brooks	152	Colgate-Palmolive-Peet (Bates)		11.1			
Fat Man	217	Norwich Pharmacal (Gumbinner)		10.7	8.5	+2.2	9
This Is Your FBI	266	Equitable Life Assurance Soc. (W&L)		10.7	8.9	+1.8	7
Crime Photographer	149	Philip Morris (Biow)		10.6	8.8	+1.8	8
Mr. Keen	149	Whitehall Pharmacal (Murray)		10.2	8.1	+2.1	11
Mr. District Attorney	160	Bristol-Meyers (DC&S)		10.0	7.5	+2.5	16
Mr. Chameleon	138	Sterling Drug (D-F-S)		9.7	7.6	+2.1	15
Big Story	162	American Cig & Cig (SSC&B)		9.5	9.0	+0.5	6
Adventures of Sam Spade	171	Wildroot (BBDO)		9.0	8.3	+0.7	10
First Nighter	60	Campana Sales (W-F-H)		8.6	—	—	—
Curtain Time	145	Mars (Grant)		8.1	3.8	+4.3	67
Henry Morgan	160	Bristol-Meyers (Y&R)		8.1	—	—	—
Stop the Music (8-9)							
(8-8:15 5.8)	182	P. Lorillard (L&M)		7.4	10.5	—3.1	2
(8:15-8:30 6.3)	183	Eversharp (Biow)		—	—	—	—
(8:30-8:45 8.9)	188	Speidel (C&P)		—	—	—	—
(8:45-9 8.4)	182	P. Lorillard (L&M)		—	—	—	—
Break the Bank	223	Bristol-Myers (DC&S)		7.2	9.4	—2.2	4
Inner Sanctum	155	Emerson Drug (BBDO)		7.1	7.0	+0.1	23
Meet Corliss Archer	162	Electric Co.'s Adv. Prog. (Ayer)		7.1	5.0	+2.1	47
Mr. and Mrs. North	151	Colgate-Palmolive-Peet (S&M)		7.1	8.1	—1.0	13

EARL GIBBS

Named to KMPC Post

EARL E. GIBBS, a veteran of 30 years of organizational and administrative experience, joined KMPC Hollywood Sept. 1 as vice president in charge of inside over-all operations, according to an announcement by G. A. (Dick) Richards, chairman of the board of KMPC, WJR Detroit and WGAR Cleveland.

Mr. Gibbs, though new to radio, was associated with the machine manufacturing field in Chicago before the war. A veteran of both world wars, he served as a commander in the past war, working in procurement.

CARNATION CO.

Leaves NBC for CBS Oct. 2

CARNATION Co., Los Angeles (Carnation Milk), sponsor of *Carnation Contented Hour*, will switch its program from NBC to CBS this season after carrying it on NBC for the past 17 years. The program will move Oct. 2 into the Sunday, 10-10:30 p.m. period on CBS. The show will feature Buddy Clark as the vocalist with Ted Dale continuing as conductor of the show.

The move represents a loss of approximately $800,000 in billing to NBC. This season, incidentally, marks the 50th anniversary of the Carnation Co.

Erwin Wasey, Los Angeles, is agency.

The company has also purchased on the CBS Pacific Network, a weekly half-hour show featuring Jay Stewart as emcee. The program, to be aired Saturday, 12:30 to 1 p.m. (PST) ws placed through Erwin, Wasey & Co., Los Angeles.

Hurricane

(Continued from page 31)

week before the storm. While the station's network lines and press services were interrupted early Aug. 27, WTMC transferred operations to its transmitter plant powered by a standby unit and continued to give its listeners storm news. Information was furnished by local weather units and the Florida Highway Patrol which stationed radio equipped cars, only communication to the outside world, throughout the area.

WTMC Manager Tom Gilchrist, rushing back from a Georgia meeting, routed the city's Red Cross disaster committee and worked through the night of Aug. 26 and the following day.

Lone Station in Area

Treating the hurricane as a radio challenge, WFTL and WGOR (FM) Fort Lauderdale independent, maintained "double public service," Carter Holmes, news editor, said. WFTL was on the air from 6 a.m. Aug. 26 to 2 a.m. Aug. 27. During the last 10 hours of the hurricane, WFTL was the only station operating on the Florida East Coast between Hollywood and Melbourne, according to the station, by virtue of its standby generators defeating the power failure.

Special WFTL reports went out by request to WLOX Biloxi, Miss.; WJVB Jacksonville Beach; WPDQ Jacksonville, and WMBM Miami Beach.

Special events reporter Larry Higgins, Mr. Holmes and General Manager Standart toured hurricane-isolated sections of the state broadcasting direct on conditions in the Palm Beach and Lake Okeechobee areas. WFTN lost only its FM antenna lead to the high winds and the station reports it is now building a new 291 foot 45 pound wind load tower to replace the present one.

WORZ Orlando, the afternoon of Aug. 26, set up full hurricane facilities by installing telephone recording circuits, emergency power at transmitter and studio, short wave monitoring, communications with Miami, Tampa and Orlando weather bureaus, Red Cross carrier service, contact with Naval Reserve and Orlando Air Base and two shifts of 20 persons in each ready to staff the station.

Bulletins on Storm's Position

Programs were interrupted every 15 minutes on Aug. 26 with latest bulletins on the hurricane's position and at two p.m. it had a direct pickup from Miami's bayfront in cooperation with WMIE Miami.

WFLA Tampa started its special bulletin reports on the tropical blow the afternoon of Aug. 23 and followed the storm's progress every hour by the morning of Aug. 26. On that date, the station was on the air all night with reports and newscasts. NBC's *World News Round-up* broadcast WFLA morning pickup by Tom Matthews.

At Deadline...

TWO FILM COMPANIES ASK THEATRE TV CHANNELS

DIVERGENT VIEWS on channel needs for nationwide theatre TV shown Friday in reports filed with FCC by 20th Century-Fox Film Corp. and Paramount Television Productions.

Paramount recommended 20 60-mc channels (1,200 mc) between 5,675-6,875 mc; it felt four 60-mc channels would be minimum requirement for single complete service. 20th Century maintained 12 30-mc channels (360 mc) will provide nationwide competitive service "comparable to, if not better than," potential coverage under FCC's proposed broadcast TV allocations. These channels, said 20th Century, should be in area between 3,000 and 10,000 mc. Both film companies urged use of radio relay, not coaxial cable or wire.

Twentieth Century revealed plans for 24-theatre Los Angeles TV system "just as soon as frequencies have been made available." It already has experimental station in New York. Paramount, which is operating theatre TV in New York and Chicago, said it had other units in process of installation or construction for theatres in Los Angeles, Toronto, Detroit, Boston and San Francisco, and is willing also to install in schools, etc. Paramount report was filed by Abe Fortas, Washington; 20th Century's by Vincent B. Welch, Edward F. Kenehan, and Kenneth C. Royall, also of Washington law firms.

Reports were filed in response to FCC request [BROADCASTING, July 4]. Society of Motion Picture Engineers filed its data earlier (page 55). Theatre Owners of America, through Washington attorney Marcus Cohn, also petitioned for hearing and endorsed SMPE engineering position.

COAST-TO-COAST CABLE AVAILABLE FOR VIDEO

UNUSED coaxials in transcontinental cable are available for TV transmission whenever broadcasters want to use them, D. I. Cone, transmission and protection engineer of Pacific Telephone & Telegraph Co. told West Coast convention of Institute of Radio Engineers at San Francisco. He said Los Angeles-San Francisco microwave relay will be ready by spring.

Mr. Cone told IRE group it would take some months to prepare coaxials for TV use but telephone company is ready to do so on request.

TV symposium conducted at meeting with Royal V. Howard, former NAB engineering director, moderating. Taking part were Al Towne, KPIX-KSFO San Francisco; Harold See, KRON-TV San Francisco; Al Hyne, RCA Service Co.; Alvin Mackahon, PT&T; Larry Reed, TV California; Al Isberg, KRON-TV; Harry Jacobs, KGO-TV San Francisco.

THREE AWB MEETINGS

DATES of three district meetings announced by Pat Griffith, head of NAB's Assn. of Women Broadcasters. District 10 (Iowa, Mo., Neb.) meets Sept. 21-22 at Muehlebach Hotel, Kansas City. District 3 (Pa., N. J., Del.) meets Sept. 24-25 at Harrisburger Hotel, Harrisburg, Pa. District 13 (Texas) meets Nov. 19-20 at Radio House, U. of Texas, Austin.

FOUR ARKANSAS STATIONS IN JOINT HEARING

CONSOLIDATED hearing on license renewal applications of KXLR North Little Rock, KHOZ Harrison, KWAK Stuttgart and KWEM West Memphis, Ark., ordered by FCC Wednesday, involves issue whether properties were transferred without approval, Commission indicated Friday. KXLR and KWEM licenses extended on temporary basis to Dec. 1; others already on extension.

FCC reported it wished to inquire into actual ownership of stations, whether stock holdings and ownership have been transferred without Commission approval and whether situation has been represented accurately. KHOZ and KWAK assigned 250 w on 1240 kc; KXLR 250 w 1450 kc, and KWEM, 1 kw day on 990 kc.

WBKB STARTS CBS SERVICE

NINE CBS-TV shows will be added to WBKB Chicago's schedule this week and 14 more will start before Oct. 12, official date for beginning of CBS-WBKB working agreement. Among new shows, all of which will be telecast between 5:30 and 10 p.m., are *Toast of the Town*, *Lucky Pup*, *It Pays to Be Ignorant*, *Studio 1*, *CBS News*, and *Blues by Bargy*. Only one CBS show now is carried by WBKB. Network had agreement with WGN-TV, *Chicago Tribune* station, until last spring when announcement was made WBKB would carry CBS shows beginning Oct. 12. Since spring announcement *Tribune* station has been gradually dropping CBS shows.

CROSLEY VIDEO CHANGES

RUTH LYONS promoted to program director of WLWT, Crosley video outlet in Cincinnati, as Bernie Barth assumes new duties as coordinator of television program activities. Miss Lyons continues her regular programs on WLW. Mr. Barth directs programming of three Crosley TV stations in Cincinnati, Dayton and Columbus, all tied by microwave system. Coaxial cable network slated to reach three cities in October.

WMBR-TV JOINS ABC-TV

WMBR-TV Jacksonville affiliating with ABC-TV effective Oct. 1. Station operating on Channel 4 also is affiliated with CBS-TV, NBC-TV and DuMont. It is owned by Florida Broadcasting Co. with Glen Marshall Jr. manager.

AGENCY PROMOTIONS

APPOINTMENT of Dan J. Loden as account executive and Robert V. Walsh as radio-TV director to succeed him announced Friday by VanSant, Dugdale & Co., Baltimore.

DONALD BARR

DONALD BARR, 42, vice president and advertising service manager of Young & Rubicam, Hollywood, died Sept. 2 in Tucson, Ariz., following lingering illness. He had served as vice president in charge of marketing for Birds Eye-Snider prior to joining Young & Rubicam in December 1945.

MATTERN JOINS ABC

WILLIAM M. MATTERN, recently resigned from MBS network sales department, joins ABC network sales department effective today (Sept. 5). Mr. Mattern was with Blue Network prior to war.

LIST OF TV MEMBERS ANNOUNCED BY NAB

LIST of 29 TV stations recently drawn into NAB's fold as result of quiet drive announced Friday by association. Drive conducted by Clair R. McCollough, WGAL Lancaster, Pa., chairman of NAB board's Structure Committee, and President Justin Miller (see NAB district meeting story, page 32). Special TV dues adopted at board's July meeting attracted TV stations affiliated with AM and FM members of association. List of new TV members follows:

WBAP-TV Fort Worth; WDEL-TV Wilmington, Del.; WDSU-TV New Orleans; WFBM-TV Indianapolis; WGAL-TV Lancaster, Pa.; WHBF-TV Rock Island, Ill.; WMCT Memphis; WTAR-TV Norfolk, Va.; KTSL-TV Los Angeles; WMAR-TV Baltimore; KRLD-TV Dallas; WOW-TV Omaha; WBTV Charlotte, N. C.; WHAS-TV Louisville; WTCN-TV Minneapolis; WFMY-TV Greensboro, N. C.; WNHC-TV New Haven Conn.; KFI-TV Los Angeles; WNBT New York; WNBW Washington; WNBQ Chicago; WNBK Cleveland; KNBH Hollywood; WJAC-TV Johnstown, Pa.; KSL-TV Salt Lake City; WLW Cincinnati; WLWD Dayton, O.; WLWC Columbus, O.; WBNS-TV Columbus, Ohio. Already NAB members were WCBS-TV New York; WOIC Washington; WRGB Schenectady.

NLRB EXAMINER'S RULING

EXAMINER'S report to National Labor Relations Board in case involving WAYS Charlotte and WCOG Greensboro, N. C., and WKIX Columbia, S. C., and IBEW local, recommends stations be ordered to cease alleged failure to bargain collectively and to stop purported efforts to discourage union membership. Report also recommends stations reinstate James Halford, John T. Boyer, Haskell Carson, Kenneth Higbee and Darrell D. Peller to former jobs.

Closed Circuit

(Continued from page 4)

tion picture production companies of Hollywood.

FM ASSN. planning to shift annual autumn convention to April so members can take in NAB and FMA sessions in one trip. New York or Chicago will be site of FMA meeting, permitting repetition of FM business clinic staged last April.

CHAP STICK Co., Lynchburg, Va. (Chap Stick), through Lawrence C. Gumbinner, New York, planning spot announcement campaign.

PARAMOUNT PICTURES due to announce entry into TV network field within week. Company will offer program service on film to video stations, with half-dozen or so reportedly ready to sign contracts. Paramount owns WBKB Chicago, KTLA Los Angeles and has developed kinescopic recording used for original film programs and spots as well as to record live studio shows.

EARLE LUDGIN AGENCY, Chicago, organizing series of spots and chainbreaks for R-Products Corp., same city (tints and dyes) to be placed nationally in major and minor markets.

CBS Western Division vice presidency selection held up while study is made to determine manner of planned administrative revamping. One possibility said to be that network will appoint general manager of KNX Hollywood who may be directly responsible to New York. Form of administrative reorganization, it is felt, will dictate vice presidential selection.

GENERAL FOODS, New York, through Young & Rubicam, New York, currently negotiating for new radio show, *Hopalong Cassidy*, featuring Bill Boyd.

XUM

All "EXTRAS" are standard equipment

There's a good reason why so many advertisers select WLW first as the vehicle to carry new selling appeals.

For here is a radio station with unequalled facilities—a great station that is equipped to provide many extra services far beyond simply selling time on the air.

And here, in WLW-Land, are 330 counties comprising parts of seven states—an area that presents a true cross section of the nation.

Yes, you'll find that WLW's Merchandise-Able Area is an ideal proving ground for new advertising campaigns, new techniques, new products. And with a "know-how" peculiar to its territory—plus adequate manpower—The Nation's Station is in a position to help you study this market of nearly fourteen million people. It can smooth the way in securing distribution . . . gaining dealer cooperation . . . getting consumer reactions.

If you are planning to launch a new advertising campaign or introduce a new product, talk it over first with The Nation's Station.

SOME WLW "EXTRAS"

People's Advisory Council
to determine program preferences and for general consumer market studies.

Consumer's Foundation
to determine consumer reaction to products and packaging.

Merchandising Departments
to stimulate dealer cooperation, check distribution, report attitudes, etc.

Test Stores
to check potential buying responses, effect of new packaging, displays, etc.

Buy Way
monthly merchandising newspaper for retailers and wholesalers.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation